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and
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Labor Troubles Prove Threat to Industry

Accord With AFM; Threat by CBS Technicians

LABOR TROUBLES and strike threats bobbed up in broadcasting last week as the American Federation of Musicians and the International Brotherhood of Electrical Workers redoubled efforts to exact higher quotas of men and improved wages, respectively, from segments of the industry.

A general strike of musicians employed at 173 stations affiliated with MBS was averted last Friday when an agreement was reached with WGRC, Louisville, on retention of additional musicians. NBC-Red, however, was without remote dance band pickups because of a somewhat similar controversy with AFM over refusal of WSMB, New Orleans, to capitulate to union demands.

Des Moines Threat

A situation that might affect CBS and NBC-Blue was brewing in Des Moines, where KRNT, CBS outlet, and KSO, NBC-Blue and MBS outlet, both owned by the Cowles interests, were faced with an ultimatum that they expend $15,000 a year for musicians.

Meanwhile, a stalemate in negotiations between the Associated Broadcast Technicians Union of IBEW with CBS executives, covering 240 technicians at the network's key stations and M&O outlets save KMOX, was reported last Friday following two weeks of intermittent conversations. While there was loose talk of a strike, the ABTU contract carries an arbitration clause, and it was thought more than likely that if no agreement is reached by Oct. 1 this clause would be invoked, with the matter taken to arbitration. Precise details were not available from either side.

Just before BROADCASTING went to press Friday evening, an anonymous phone call was received at its New York bureau. The speaker simply declared: "There may be a picket line around CBS by morning," and then hung up. Efforts to verify the report were without avail.

William S. Paley, CBS president, and Mefford R. Runyon, vice-president in charge of stations, last Thursday met with Russ Rennaker, national business manager, and Frank E. Sosebee, ABTU New York representative, and Mr. Runyon met again with them on Friday, with no agreement reached. Conversations during the preceding week in Chicago with H. Leslie Atlass, CBS Central Division vice-president and its labor negotiator, likewise had proved futile.

May Meet Again

ABTU sought to invoke provisions of the 1937 contract permitting annual discussions prior to Oct. 1. Basically, it is understood ABTU requested a 10% increase over the existing average scale ranging from $49 to $75 per week and CBS had countered with an offer of 4%, which reportedly would have brought the scale up to that averaged by NBC technicians. Hour and work conditions also are involved.

While no date was set for another meeting between ABTU and CBS executives, it was thought further conversations might be held prior to the Oct. 1 deadline. As things stood last Friday, however, the union men indicated they would seek arbitration or take steps toward a strike vote of the membership. Technicians at seven M&O stations are involved, with KMOX, St. Louis, operating under the joint agreement in that city and therefore outside the controversy. The 1937 contract with ABTU provides for increases annually according to seniority, and does not expirt until 1942.

The sudden surge in labor activity, after a period of relative tranquility, remained unexplained. James C. Petrillo, AFM president, himself ordered the plug pulled on MBS dance band remotes on Sept. 12. NBC cancelled its Red dance remotes to forestall similar action. Almost simultaneously, the ultimatum had been delivered to the Cowles stations in Des Moines, with the accent on dollars rather than men, according to broadcasters affected. The AFM demands had repercussions throughout the industry because of past crises precipitated as a result of Petrillo's tactics.

Capital Observing

In Washington some question arose as to whether the Department of Justice, which last February announced its intention of launching grand jury proceedings against Petrillo because of the "made work" issue, would reopen its proceedings. Since the announcement by Assistant Attorney General Thurman Arnold that he proposed to move against the music czar, nothing more has happened on the Government front.

The outbreak of union troubles in radio appeared to coincide with union demands and strike threats affecting other industries. The Washington viewpoint was that union leaders, apparently of a mind that now is the time to crack industry, were putting on a coordinated campaign. This arose from the theory that, in view of the war emergency, opportunities for suc-

(*Continued on page 66*)

Fight Looms Over ASCAP Contract

Delay in Acceptance by Affiliate Stations Now Forecast

A LONG DRAWN-OUT fight over acceptance of revised ASCAP contracts for return of its music to NBC and CBS and their affiliated stations was foreshadowed last weekend, with many affiliated stations asserting they would take their time in appraising the proposition.

Although the NAB executive committee, by majority vote, had sanctioned the network form of contract Sept. 9, copies of the final documents have not been transmitted to stations. This was to have been done last week, in the hope of returning ASCAP music to NBC and CBS networks by Sept. 28, with the change in time. However, all hope for this vanished by week end.

While ASCAP and network representatives said attorneys still were working on revised language of the five separate contract forms, forces opposing acceptance charged the delay was intentional. They founded this on the belief that the NIB convention, meeting in Chicago Sept. 22-23, had as one of its main topics the ASCAP negotiations and that if the precise language of the contracts was not available, the discussion would be impeded.

Lafount Cites Difficulties

Meanwhile, NIB President Harold A. Lafount last Tuesday asked Attorney General Francis Biddle to give "very careful consideration" to the contracts, to ascertain whether they conform with the consent decree entered into last March by ASCAP. Observing that ASCAP had stated the contract form would be submitted to the Department for prior study, Mr. Lafount said the per-program requirements were so complicated that stations would be forced to accept a blanket form of contract, tending to reestablish the "wrongful practice sought to be corrected by the consent decree."

Date when the contracts would be mailed was in doubt. Although the ASCAP board met in special session last Monday to approve the NBC contracts, on Friday NBC had not yet mailed out copies to its affiliated stations. And although the ASCAP board had expressed its willingness to examine the CBS contracts as soon as they were ready, CBS had not by Friday called such a meeting.

Each day through the week, network executives expressed the hope that by the following day the contracts would be set. But as the week ended, network attorneys were still poring over the contract forms and attempting to get them into final shape. The explanation of NBC's legal department was that in comparing its own draft of the contract forms with the draft prepared by ASCAP, it was finding many minor variations.

Before the contracts are sent to the stations these differences must be ironed out in five contract forms.

At CBS it was stated that its lawyers were still drafting the final form of its contracts. What the differences would be between the

CBS and NBC forms when finally completed, no one could say, but spokesmen for both networks and for ASCAP agreed any differences would be to allow for the differences in methods of operation of NBC and CBS.

These delays put an end to any hopes for ASCAP tunes on the networks by next Sunday. After the contracts are completely drawn up to the approval of the networks and ASCAP, they must be ratified by the affiliate stations before they can be signed and put into effect. When they are mailed out, with each contract will go a form of acceptance for the station owner to sign, indicating his agreement to rebate to the network 2¾% of its payments to him for commercial network programs, as his part of the network's payment to ASCAP. Securing such agreements from the affiliates, even at best, can scarcely be accomplished this week, especially as many of these broadcasters will be in Chicago during the early part of the week attending the NIB convention.

This meeting, open to all broadcasters except the networks and their M and O stations, will probably decide the fate of the efforts of the networks to effect peace with ASCAP one way or the other.

Although the ASCAP board approved the NBC deal, the ASCAP ranks are no more unified than those of the broadcasters concerning the contract terms, and the approval came only after a stormy session, according to reports. The deduction in income to ASCAP, from the approximately $8,000,000 a year if the broadcasters had accepted the licenses proffered by ASCAP to the $3,000,000 a year which the present contracts will produce, has created dissatisfaction among both composers and publishers.

There is also the old guard who have steadily opposed any compromise with the broadcasters. They fought last winters' decision to accept the Government consent decree and still want to fight it out in the courts.

Movie Firms Anxious

Most complete approval, accordinging to reports, came from the publishers controlled by the motion picture companies, who want to get the tunes from their pictures plugged on the air to advertise the films and build box office returns. They are only secondarily interested in income from ASCAP or from the sale of sheet music. On the other side of the fence is the independent publisher of popular songs whose revenue from ASCAP is a sizable part of his total income.

The BMI-Marks suit against ASCAP, seeking to establish the ownership to performing rights by either publisher or composer, is also said to have been a major topic of discussion at the ASCAP board meeting.

Last Tuesday Justice Aaron Steuer of the New York Supreme Court heard arguments from attorneys for ASCAP and BMI on ASCAP's motion that BMI be eliminated as a plaintiff since, as a licensee, it has no right to bring such action. BMI counsel contended that the assignment by Marks to BMI of performing rights in marks compositions makes BMI a proper plaintiff. John Schulman, counsel for the Songwriters Protective Asn., appeared on behalf of the individual songwriter defendents in the suit. The court reserved decision.

Per-Program Formula Too Complicated Lafount Declares in Letter to Biddle

CHARGING that the per-program payment license agreement which ASCAP is offering the industry is "unnecessarily complicated" and would make it "economically impossible for most broadcast stations to accept", Harold A. Lafount, president of National Independent Broadcasters, last Tuesday requested Attorney General Francis Biddle to give "very careful consideration" to these requirements, in the light of the ASCAP consent decree entered into last March.

Citing articles appearing in the press [BROADCASTING, Sept. 15] that ASCAP had concluded licensing agreements with NBC and CBS, Mr. Lafount said that it had been repeatedly stated these agreements would be submitted to the Department for approval prior to the time they were offered stations.

Forcing a Formula

The purpose of the detailed logging provisions covering per-program payment, he charged, "is to force stations to accept the agreement with a payment of a percentage of their gross income, thereby tending to re-establish the wrongful practice sought to be corrected by the consent decree."

Following is the text of Mr. Lafount's letter:

According to articles appearing in the press, ASCAP has concluded licensing agreements with the two major national networks, NBC and CBS, requiring the payment of a percentage of gross ncome and at the same time has prepared licensing agreements for the remainder of the broadcasting industry both on the old method involved in the Government's consent decree and also on what purports to be the per-program method in compliance with the consent decree. The agreements have not yet been submitted to stations, but the press states that the substance of the agreements is being submitted to the Department of Justice for approval.

As president of NIB, an association representing independently owned and operated broadcast stations throughout the United States, I would like to refer to the provisions contained in the last paragraph of Section II (3) of the consent decree entered in the U. S. District Court for the Southern District of New York, which provides in part as follows:

* * * defendant shall act in good faith so that there shall be a relationship between such per program basis and such other basis, justifiable by applicable business factors, including availability, so that there will be no frustration of the purpose of this sub-paragraph to afford radio broadcasters alternative bases of license compensation.

A 'Wrongful Practice'

From all the information which we have been able to obtain, it would appear that the per-program payment license agreement which ASCAP proposes to submit to the Department of Justice for approval contains such unnecessarily complicated and extensive requirements on the submission of detailed data to ASCAP as to make it economically impossible for most broadcasting stations to accept this form of contract. The obvious purpose of such complicated and detailed reports is to force stations to accept the agreement with a payment of a percentage of their gross income, thereby tending to re-establish the wrongful practice sought to be corrected by the consent decree.

In view of the repeated statements in the press that these license agreements are to be submitted to the Department for approval prior to the time that they are offered to stations, I would like to request that very careful consideration be given to the requirements of the per-program license agreement in its relation to the license agreement on the old method of a payment of a percentage on gross income. An over-burdensome provision in the program form of license will completely frustrate the purposes of the consent decree.

SUN SPOTS MAR TRANSMISSIONS

Brooklyn Ball Game Cut Off WOR With the Score Tied, Bringing Wrath From Fans

SUN SPOTS and other atmospheric disturbances played havoc with radio and communications lines last Thursday, blotting out or disrupting service for more than 24 hours. Affecting longwave transmission only to a minor degree, the high voltage currents in the atmosphere cut off shortwave transmission almost completely and caused partial disruption to longline wire service. In general, communications in the east-west directions were much harder hit than those in a north-south tie-up, according to communications engineers.

Starting early Thursday morning, shortwave reception in New York became increasingly unintelligible so that by 10 a.m. both NBC and CBS listening posts stopped trying to catch broadcasts from abroad and had closed up for the day. By Friday morning listening was only 75% normal. Yet, due to some atmospheric trick, the 6:45 news roundup on CBS brought in Berlin and London clearly but could not get any signal from Moscow. Similarly the 7 p.m. roundup on NBC got London but was blanked out from Moscow, Vichy and Ankara. Other than these broadcasts no shortwave programs got through during the day.

Inaugural Spoiled

NBC's special inaugural broadcast for its new Mexican network on Thursday evening was completely ruined. NBC reported that Mexican reception of the parts of the ceremony originating in New York was botchy and unintelligible, with a similar condition existing for the Mexican transmission to the United States.

AT&T reported that reception on its radiophone circuits to Europe was so disturbed by noon Thursday that service was switched to the longwave circuit by way of Houlton, Me. Reception from South America was spotty, while the lines on the Pacific Coast and land lines in general were clear.

RCA Communications experienced the same circumstances. Shortwave was shifted to the longwave on Thursday evening. Western Union reported a minimum interruption in service, though regular circuits were disturbed, because it has machinery to take care of just such an eventuality.

Standard broadcasting was practically undisturbed, though MBS reported some disturbance in the Minnesota-Dakota regions. Confusion and anger broke out in Brooklyn when the broadcast of the crucial game with Pittsburgh on WOR, was suddenly cut off the air with the score tied. Thousands of calls flooded the station which explained to the incredulous fans that the Morse circuits to Pittsburgh had been cut off by disturbing atmospheric conditions. When the broadcast was resumed 15 minutes later, Brooklyn was four runs behind.

Stokeley Buys

STOKELY BROS. & Co., Indianapolis (Van Camp's beans), currently engaged in its most complete advertising campaign in the products' 80 year history, recently started a radio campaign on four California stations, using transcribed singing spot announcements. In addition, 137 newspapers in California and Nevada are being used, as well as three regional magazines and two national magazines. The station list: KSFO and KFRC, San Francisco, and KFI and KNX, Los Angeles. Agency is Calkins & Holden, New York.

Ruppel Still at CBS

DENYING persistent rumors that he would join a new Chicago morning newspaper in an executive capacity, Louis Ruppel, CBS publicity director, last Friday declared, "I am still in the radio business". The new paper is reportedly financed by Marshall Field III, and publication is expected to start about Nov. 1. Before joining CBS in 1939 Mr. Ruppel for four years was managing editor of the *Chicago Times*.

More Noxzema Quizzes

NOXZEMA CHEMICAL Co., Baltimore, will broadcast its *Quiz of Two Cities* in 24 cities with the addition of WSB, Atlanta, and WAPI, Birmingham, on Oct. 2; KYW, Philadelphia, and KDKA Pittsburgh, Oct. 12, and WOKO, for Albany and Troy, Oct. 16. The half-hour weekly programs are quiz shows between teams of contestants from rival cities. Ruthrauff & Ryan, New York, is the agency.

New Yeast Spot

STANDARD BRANDS, New York (Fleischmann's Yeast), on Oct. 6 will launch a 13-week campaign of one-minute transcribed announcements on 10 Ohio stations. Agency is Kenyon & Eckhardt, New York.

Music Issues Stir NIB on Convention Eve

Discussion Heard Of Separation From NAB

WITH FEELING high over the new ASCAP contract negotiated by the networks, along with the revival of AFM Czar Jimmy Petrillo's tactics in forcing hiring of more staff musicians, delegates to the special convention of National Independent Broadcasters in Chicago Monday and Tuesday looked for unprecedented industry indignation over the trend in music costs.

Last weekend there was no authoritative estimate of the size of the convention—first of its kind ever called—but it was evident that many network affiliates would be there and that the attendance might reach 150. Sentiment is strong for reorganization of NIB as a full-fledged trade association, and there was considerable talk of a break-away from the NAB.

Fly's Status

Active participation of FCC Chairman James Lawrence Fly in the NIB sessions, transcending his appearance as keynote speaker, has given rise to some speculation in industry circles. He has made no bones about his dislike of the NAB and of the major networks, both before and since the turbulent NAB convention in St. Louis last May. He is known to favor formation of a trade association under new leadership and divorced from NBC and CBS.

Further impetus to the move for a NAB break-away was given with the announcement last Wednesday that Ed Craney, head of KGIR, Butte, and the Z-Bar Network in Montana, would be present and would address the convention. He has advocated creation of a new trade association which, in his judgment, would be "persona grata" with Washington's officialdom and which would be made up only of independently-owned stations, whether or not they are affiliated with the networks.

With the completion of the new form of ASCAP contract which is slated to serve as the pattern for the entire industry, much interest will attach to music performance, with the convention's second day to be given over to the subject.

Key speaker will be Victor O. Waters, special assistant to the Attorney General in charge of both copyright and music anti-trust activities. His analysis of the music situation is expected to be a highlight, particularly since question has arisen as to whether the ASCAP terms, and more particularly the rigid logging requirements, actually preclude a per-use form of contract.

Because Mr. Waters also has been active in proposed anti-trust proceedings against the American Federation of Musicians, on the "made work" issue, the latest Petrillo action in pulling the plug on both NBC-Red and MBS dance band remotes and in threatening walkouts also may be covered. The Department of Justice, after an announcement last year that it would bring grand jury proceedings against AFM, has done nothing more openly on the matter.

Whether there will be an active move in the direction of making NIB an all-inclusive trade association, with a headquarters staff in Washington, will depend upon the trend of convention proceedings. NIB executives, including President Harold A. Lafount, disclaim any intention of fostering such a movement.

Time for Discussion

Moreover, Mr. Lafount pointed out that the convention was called at the insistence of many independent broadcasters and that aside from the scheduled addresses and discussions covering current industry matters the agenda does not deal with reorganization as such. There will be ample time, however, for discussion of any matters not scheduled, he pointed out.

Mr. Lafount has stated repeatedly he will not seek reelection to NIB, on the theory that the office should be rotated. The names of several possible successors already have been advanced.

Support has developed for Mr. Craney's election, though he likewise has stated repeatedly that he isc not a candidate for any office.

Chairman Fly, in his address, is expected to cover the whole regulatory picture, with some emphasis on national defense. As chairman of the Defense Communications Board, he is expected to comment on the outlook on priorities, and to assure the industry of the availability of sufficient technical equipment to keep broadcasting functioning as a vital defense service all during the emergency.

Batavia Honesty

WBTA, Batavia, N. Y., last week gave the Wage & Hour Division of the Labor Department cause for a sigh of gratification over an employer's sense of fair play. When Frank A. Corti took over as the new manager of WBTA some weeks ago, he noted in examining the books that since it had started operating in February, 1941, a score of the WBTA employes had not been credited with the full amount of overtime pay due them. Promptly he took the matter up with wage-hour field representatives, and last week the station agreed to pay about $500 in overtime restitution to its employes, cleaning its slate for further operation.

Also on the subject of national defense will be an address by Major Gen. Joseph F. Cummins, commanding general of the Sixth Corps Area in Chicago. He will tell the part radio must play in home defense work.

Other Speakers

In addition to Mr. Waters' address on copyright, as well as the expected discussion precipitated by Mr. Craney, speakers representing other copyright licensing groups will be on hand. Addresses are scheduled by John G. Paine, general manager of ASCAP, covering the new form of contracts; Carl Haverlin, station relations director of BMI; Leonard D. Callahan, general counsel of SESAC, and Robert S. Keller, representing Muzak-AMP. Many broadcasters, it is reported, are withholding their response to the major networks on their sanctioning of the ASCAP contract form until they hear the discussion at the NIB convention.

Several of the transcription companies and representatives of manufacturers also plan to attend the convention, according to advices reaching Washington headquarters of NIB. A number of broadcasters now serving on the NAB board, as well as past executives of the main trade association, also plan to be present. In addition, several of the radio relations officers of Government agencies in Washington, including Edward M. Kirby, chief of the Radio Branch of the Army and public relations director of the NAB on leave, will attend.

NBC WOMEN ready for service attained an average of 97.6%, highest of any class yet instructed by the American Women's Voluntary Services. Sally Warren, of the NBC press department, appeared in full warden's regalia to receive her diploma from Niles Trammell, NBC president. Instructor is May Singhi Breen. In front row are (l to r) Irene McCarthy, Doris Steen, Ellen Egan, Myra Bimberg, May Singhi Breen, Mr. Trammell, Miss Warren, Frances Barbour, Ruth Barrett, Margaret Anderson, Natalie Murray. In back row are Helen Rodabaugh, Cornelia Horn, Madge Boynton, Isabella Hurst, Emma Tittle, Margaret Burgemeister, Virginia Kelly, Evelyn Sesit.

Achievements of BMI Reviewed in Brochure

A FOUR-PAGE red, white and blue folder will be distributed by BMI at the NIB convention this week. Titled "Report to 701 Broadcasters", the brochure compares September, 1940, when BMI had eight phonograph records and 50 transcribed tunes available, was sending 40 selections weekly, had 10,000 titles in its library and two hit tunes out of 35, with this September, when BMI has 14,000 records and 13,000 transcribed tunes available (BMI and tax free), is sending 150 selections weekly to stations, has 500,000 titles in its library and 32 of the 35 hit tunes.

Pointing out that BMI is devoted to "a complete music service for broadcasters" and that each BMI licensee has received printed music, transcriptions and commercial records with a value in excess of $2,100, the text states that "BMI is tailored to fit the needs of the broadcaster and the operations day after day and month after month keep the fit." Final page is given over to a list of the 300 BMI publishers.

Lorr Labs. Plans

LORR LABS, Paterson, N. J. (Duragloss nail polish), on Sept. 30 will begin a 52-week schedule of participations on *Make Believe Ballroom*, on WNEW, New York. At the same time the agency, H. M. Kieswetter Adv. Agency, New York, indicated it is considering plans for a campaign of participations and announcements on several stations, to be announced in about 10 days.

Jelke Discs on 23

JOHN F. JELKE Co., Chicago (Good Luck margarine) recently began sponsorship of a 15-minute transcribed series, *Happy Meeting Time*, on 23 stations in major markets. Discs, heard thrice-weekly, feature songs of Zora Layman and Frank Luther with Harry Von Zell giving the commercials. Agency is Young & Rubicam, New York.

Denton Tests Radio

DENTON SLEEPING GARMENT MILLS, Centreville, Mich., on Sept. 25 launches a campaign of one-minute transcribed announcements on an undisclosed number of stations. The Reeves Adv. Co., Cincinnati, handles the account.

Slow Pace in FCC Crackdown Stirs Rumors on Fly's Status

Possible Changes in Commission Are Deduced by Some Observers as Vacancy Remains Unfilled

SUDDEN letdown in the hard-driving regulatory pace of FCC Chairman James Lawrence Fly has given rise to rumor in official Washington that he has lost favor in Administration circles, portending significant changes in the FCC organization.

While there was no authoritative word from any official quarter, something more than gossip has trickled from usually authoritative sources indicating that changes are in the offing. The President has delayed appointment of a successor to Frederick I. Thompson, whose term expired June 30, and it is thought that when the new appointment is made, the President might also designate a new chairman, either in the person of the new appointee or through two new appointments, with Chairman Fly possibly transferred to another post.

Further Delay Seen

Why the President has delayed so long in filling the Thompson vacancy has never been explained. But the most plausible suggestion was that he desired to ascertain whether the Commission might reconcile its differences under Chairman Fly and if that failed, then the desirability of a reorganization would be enhanced. Unofficially, it has been commented that the President is not disposed to make a new appointment or even to touch the FCC situation until November.

It is known that a number of candidates for the Thompson post have been considered. But there has been no move toward sounding out sentiment on the Senate Interstate Commerce Committee on any of them. That is the usual procedure on new appointments. Moreover, it is apparent that the Administration would like to avert a recurrence of the Senate Interstate Commerce Committee fishing expedition which developed in June, 1940, during hearings on confirmation of the late Col. Thad H. Brown for the reappointment.

The Administration is well aware of complaints against Chairman Fly and the FCC majority from many quarters, growing out of the chain-monopoly inquiry, the newspaper-divorcement issue, and now that pertaining to a ban on multiple ownership of stations where overlapping service is involved. In recent weeks, however, the internal situation has quieted somewhat.

There is also possibility that the President will be disposed to favor a full-scale reorganization of the FCC, as he did more than two years ago, when he urged a three-man Commission with separate autonomous divisions for broadcasting and common carrier regulation. Two bills proposing a reorganized Commission of seven members, but with two three-man autonomous divisions, now are pending in House and Senate.

Durr Mentioned

The name still most prominently mentioned for the Thompson successorship—and possibly for the chairmanship if the existing organization is maintained—is that of Clifford Durr, assistant general counsel of the Reconstruction Finance Corp. A native of Alabama, Mr. Durr is 42 and is highly regarded in New Deal legal circles. He is the brother-in-law of Supreme Court Associate Justice Hugo Black.

At least a half-dozen other names are mentioned, including those of Major Gen. Joseph O. Mauborgne, who retires Sept. 30 as Chief Signal Officer of the Army; T. J. Slowie, secretary of the FCC; G. W. Johnstone, former radio director of the Democratic National Committee, and Edward Roddan, assistant publicity director of the Democratic Committee.

A number of broadcasters who have talked with Commission executives, especially the chairman, have left with the impression that the Commission will seek a solution based on some definite mileage separation or market coverage demarcation as between stations owned by the same interests. The inequities involved in any hard and fast rule with respect to overlapping coverage by stations serving two entirely different markets, even though their service contours include much common coverage, have been pointed out in these informal conversations and apparently have made some impression.

CBC Supplementaries

TEN NEW supplementary stations are now available for use with CBC network facilities, CBC has notified NBC. Supplementary to the Maritime Region are CJLS, Yarmouth, N. S., and CKNB, Campbellton, N. B., at station cost of $25 and line cost of $7 for each station. Quebec Region supplementaries are CKCH, Hull ($35 and $7), and CHGB, Ste. Anne de la Pocatiere ($25 and $5.50). Ontario Region supplementaries are CFPL, London ($45 and $2.50), CFCO, Chatham ($25 and $2.50), CJIC, Sault Ste. Marie ($25 and $7), CKCA, Kenora ($25 and $2.50), all Ontario, and CKRN, Rouyn, P. Q. ($30 and $7). CKLN, Nelson, B. C., is supplementary to the British Columbia Region at $25 and $7.

AXE FOR GRAHAM McNamee donated as his midnight plane arrived in Seattle for a broadcast on the lumber industry, part of the *Defense for America* series. Presenter of axe is Dick Keplinger, news and special events director of KOMO-KJR, Seattle, which originated the program.

Monopoly, Newspaper Outlets, Multiple Stations Mark Time

FCC Slows Pace in Press Probe, Digests Briefs in Monopoly Hearing; Overlap Ban Uncertain

THREE IMPENDING regulatory developments projected by the FCC are being watched closely by the entire broadcasting industry, with a change of pace on the part of the licensing authority in evidence. The network monopoly regulations, the newspaper-divorcement inquiry and the rule banning multiple ownership of stations where duplicating service is involved, constitute the regulatory trinity.

The newspaper divorcement inquiry resumed last Wednesday following a recess of six weeks (see running story on page 22). The Commission appears to be adhering to its original line of investigation —subpoenaing witnesses in an effort to prove that joint operation of newspapers and stations results in unfair competition and does not inure to the public good.

Monopoly Study

But it now seems evident that whatever the determination, weeks or months hence, will be in the nature of legislative recommendations, if any, to Congress, rather than the originally planned course of imposition of restrictive regulations, if deemed feasible.

On the chain-monopoly front, the Commission is digesting briefs and arguments presented Sept. 12 wherein NBC and CBS asked for suspension of the regulations for duration of the emergency, while MBS made a fervent plea for prompt and immediate enforcement of regulations governing network-affiliate relations and imposing a definite formula on option time available to networks.

The outlook is for revision of the regulations in the not too distant future, after which all signs point to prompt litigation by the older networks, challenging the FCC's jurisdiction and seeking to block enforcement of the regulations.

The proposed multiple ownership-overlap service ban regulation is scheduled for argument Oct. 6. In issuing its tentative rule Aug. 5, the Commission did not define the scope of the proposed ban, stating it would decide the matter after hearing the parties affected. Thus, the magnitude of the impending ban is not known and won't be until the Commission decides to state precisely what it means by objectionable overlap or what constitutes multiple ownership or operation.

Because of this, indications are that stations which might be affected will stay away from the Oct. 6 oral arguments in droves. One attorney, representing possibly a dozen companies which might conceivably be affected by the proposed regulation, said he could be found on a local golf course on the day of the arguments.

The consensus appears to be that the Commission, under the law is required to hold hearings on individual applications, following issuance of its rule, if any. Thus, the blanket injunction would have no immediate bearing, it is thought. Moreover, the rule itself specifies that it shall not become effective for six months following the date set for enforcement of the order and that on petition reasonable time thereafter would be allowed for orderly disposition of properties.

Swaps Under Way

Despite all this, brisk negotiations are going forward for station swaps, and in some instances sales to conform with the ban if and when it becomes effective. So far as known, none of these deals has been consummated, but rather the owners are awaiting the setting of a deadline before completing transactions. In one or two instances where swaps can be made that appear advantageous to stations whether or not the rule becomes effective, contracts may be closed shortly.

It is known that the FCC, particularly Chairman Fly, has exacted commitments from several dual ownership licensees that they dispose of one of their stations as a condition precedent to receiving approval of other pending applications. It also has been indicated that the Commission will not try to accomplish its objective overnight, but will give ample time for orderly procedure.

DST in Canada

IRRESPECTIVE of action taken in the United States, Canadian railways will continue on daylight time for the coming winter season, daylight time being compulsory by government order in the large industrial cities and areas as a war conservation measure. Canadian networks last year continued to operate the year round on daylight time.

"THERE'S SOMEONE IN THE HOUSE!"

● Women's ears are no keener than men's, but gosh!—what a difference in the reaction to a strange noise, or to the baby's cry!

All over Iowa there are thousands of homes to which the 50,000-watt voice of WHO "comes in" no stronger than the voice of some other station. But harken to this fact about the relative amount of *listening* these various voices get!

The Iowa listeners who name WHO as "listened-to-most" spend 71.2% of their listening time with WHO. Whereas the listeners who name any OTHER Iowa commercial station as "listened-to-most", give from only 54.2% on down to 29.8% of their listening time to their favorite stations. . . .

This startling fact is one of the findings in the new 1941 Iowa Radio Audience Survey, and is backed by a highly authoritative investigation. But if you're feeling argumentative, you don't have to accept it—you can establish the same general truth by asking your Iowa representative, or by a form letter to your Iowa dealers, or by any other Iowa sources you wish. One and all, almost without exception, they'll tell you that WHO is far and away the TOPS in Iowa.

That being the case . . . well—you draw your own conclusions!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Federal Radio Groups Stirred By LaGuardia Clearance Order

Informs Them W. B. Lewis Will Be Consultant; Reports Covering All Radio Activity Asked

RADIO BRANCHES of all Federal agencies in Washington collectively "hit the ceiling" last week, following receipt of a communication from Mayor F. H. LaGuardia, Director of Civilian Defense, inferring that his organization would take over coordinating and clearance of all Government radio programs. First hinted last July [BROADCASTING, Aug. 4], the move came, ostensibly with Presidential approval, in a letter to all Federal departments.

Mayor LaGuardia, charged with maintenance of the nation's morale in the defense emergency, wrote all Government agencies that effective last Sept. 15 William B. Lewis, vice-president of CBS in charge of programs, will serve as expert consultant to the Civilian Defense Director. He explained Mr. Lewis had been borrowed to carry out a project "which has the President's approval". He identified this project as "a system of coordination and clearance for Government radio programs".

MR. LEWIS

Two Purposes

Defining this project, Mr. LaGuardia said it would serve two purposes:

"1. To provide the radio companies with a single representative whom they would contact in connection with Government radio programs.

"2. To obtain a better balance of the Government programs on the air."

Each department head then was asked to have prepared a statement on what radio programs, if any, are being prepared by the department, on what networks they are being presented and similar pertinent information. This, the letter stated, would enable Mr. Lewis to familiarize himself with what the Government is saying about itself on the air.

Promptly upon receipt of the communication, sent in mid-September, the various Government radio agencies got active. Mr. Lewis is understood to have discussed the project with several of them. Thus far, there has been no final determination and the matter is regarded as purely exploratory at this stage.

It was felt in responsible circles there is little likelihood of any of the major Governmental departments voluntarily turning over to Mayor LaGuardia their normal broadcast functions. For example, the Agriculture Department has produced and presented farm programs over networks and individual stations for more than a decade. Similarly, the Army has established an elaborate radio branch, working in close harmony with networks and independent stations, in a highly specialized sphere. The Navy has done the same and the Interior Department carries on extensive educational extension work via radio.

It was thought that when the LaGuardia project was boiled down, it might encompass clearing house activity for only those new agencies identified with national defense and set up during the emergency. These would include, possibly, OPM, OEM, Mr. LaGuardia's own civilian defense operation, and other temporary activities expected to continue only for the duration of the emergency.

Perhaps a Compromise

Mr. LaGuardia, it appeared, was seeking to create for domestic broadcasting a status comparable to that being worked out by Col. William J. Donovan, the President's coordinator of information, in the external communications field. This first became evident last July, when Col. Donovan outlined in a general way the scope of plans covering international broadcasting, to counteract Axis propaganda.

It was made clear then that Col. Donovan did not propose to undertake the task of civilian morale and that this fell within the purview of the LaGuardia organization.

Whether the full-scale clearing house project outlined by Mayor LaGuardia eventually will go through presumably will depend upon final Presidential action. There was some compromise talk of creating an advisory committee which would not handle the physical job of program placement, but simply would counsel with both Government and the broadcasting industry on orderly procedures.

CNYT

IN VIEW of the confused time situation, with a mixture of standard time and daylight saving time localities existing after Sept. 28, which marks the end of the normal DST season, CBS has announced that after that date, "until unless the White House calls for national DST" all CBS releases will give program times as Current New York Time. NBC and MBS, however, will label their program times as usual, Eastern Standard Time.

Chrysler News

CHRYSLER Corp., Detroit (Chrysler cars), on Sept. 30 will start on MBS a twice-weekly quarter-hour commentary from Washington by James Crowley, formerly Washington correspondent of *Time* magazine, who will give a resume of the bi-weekly White House press conferences. Program will be broadcast on the days of the conferences, Tuesdays and Fridays, at 7:15-7:30 p.m. The company will carry the program for 26 weeks on four MBS stations, WGN, Chicago; CKLW, Windsor, Ont.; WCAE, Pittsburgh, and WIP, Philadelphia, but the commentary is available for sponsorship by individual Chrysler dealers all over the country on a local basis. On Sept. 23 and 26, the program will be fed sustaining to 100 MBS stations as a live audition for local Chrysler dealers, and it is expected it may be sponsored locally in a possible 60 cities. Lee Anderson Co., Detroit, is agency.

Ford Resumes Concerts

FORD MOTOR Co., Dearborn, Mich., on Sept. 28 resumes the *Ford Sunday Evening Hour* for its eighth consecutive season on 58 CBS stations, Sunday, 9-10 p.m. Format of the program will be as before, with guest conductors and soloists featured on each broadcast. W. J. Cameron will again be intermission commentator. Among the conductors scheduled to appear through December are Sir Thomas Beecham, Wilfred Pelletier, Jose Iturbi, George Szell, Eugene Ormandy and Reginald Stewart. McCann-Erickson, New York, handles the account.

Quaker's Dried Soups

QUAKER OATS Co., Chicago, is introducing a new food product, dehydrated Mother's Soups, packaged in powdered form. Radio is being tested with 100-word announcements six times a week for 13 weeks on a station in a selected midwestern market, undisclosed by the agency, Campbell-Ewald Co. of Chicago. The results of further tests will determine the basis of the campaign as well as the media to be used, the agency stated.

Olson Rug Spots

OLSON RUG Co., Chicago (rugs), on Sept. 15 started a fall campaign of quarter-hour programs three to six times a week placed in 12 metropolitan markets in the East and Midwest. Complete station schedule has not been set. Presba, Fellers & Presba, Chicago, is agency.

Stahlman's Appeal In Appellate Court

Months of Delay May Occur in Refusal to Be at Hearing

WITH the FCC to all appearances planning to continue its newspaper-ownership inquiry without benefit of testimony by a group of subpoenaed witnesses, Elisha Hanson, ANPA counsel, last Thursday filed with the Court of Appeals for the District of Columbia the record of an Aug. 15 Federal District Court opinion directing James G. Stahlman to appear at the hearings in response to an FCC subpoena.

Filing of the 64-page photostatic copy of the court record brings the case directly to the Court of Appeals, following previous notice by Mr. Hanson that he would appeal the decision.

Procedural Delays

Under established procedure Mr. Hanson has an additional 40 days to file his brief in connection with the appeal, and 20 more days are allowed the FCC to file an answering brief. This would establish a Nov. 19 deadline for filing briefs in the case, and in view of reports that the Court of Appeals is disposed to advance the Stahlman case over others for an early hearing it is thought an appeal opinion may be had by late November or December.

FCC Chairman James Lawrence Fly, at his press conference last Monday, indicated the FCC would not sit and wait while the courts decided on its powers to subpoena witnesses and hold general hearings of the nature of the newspaper-ownership inquiry. He stated that final decision on the Stahlman case might take as long as six months, with the newspaper hearing continuing and concluding meanwhile.

Aug. 15 Opinion

Under the Aug. 15 opinion and through an order subsequently signed by Justice James W. Morris, of the U. S. District Court for the District of Columbia, Mr. Stahlman, publisher of the *Nashville Banner* and former ANPA president, would have been required to answer a subpoena to testify at the newspaper-ownership investigation. Mr. Hanson on Aug. 21 filed notice with the District Court that he would carry the case to the Court of Appeals [BROADCASTING, Aug. 18, 25, Sept. 1].

Mr. Stahlman, who is now on active duty in the Public Relations Office of the Navy as a lieutenant commander, was one of four subpoenaed witnesses who refused to appear, on advice of Mr. Hanson, who contended that the newspaper ownership inquiry was illegal and that therefore the subpoenas were "nullities" in the eyes of the law.

ASK THE LOCAL MAN WHO SPONSORS ONE

In Philadelphia as in every other market it's the big local advertiser who is the shrewdest judge of an advertising medium's effectiveness. With a finger on the consumer's pulse, he knows the surest, most economical way to tell his story.

That's why Philadelphia's biggest local advertisers consistently, year in and year out, use WCAU programs to reach the people who buy. The Horn and Hardart Baking Company, the Household Finance Corporation and the American Stores Company, for example are three big firms doing business in Philadelphia who together represent 33 years of local sponsorship on WCAU.

PROGRAMS ON WCAU REACH PEOPLE.
ASK THE LOCAL MAN WHO SPONSORS ONE.

★ *The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey*

WCAU
50,000 watts in all directions

Philadelphia • WCAU Building, 1622 Chestnut St. . . . New York City • CBS Building, 485 Madison Ave. . . . Chicago, Ill. • Virgil Reiter, 400 N. Michigan Ave. . . . Boston, Mass. • Bertha Bannon, 538 Little Bldg. . . . Pacific Coast • Paul H. Raymer Co.

"BONUS" LISTENERS—AND BUYERS

the 8,894,000 people who tuned-in the average of all 40 CBS programs only "occasionally"

What of the people who listen to a program less often than once a month? Does Radio sell goods to them too? If so, how effectively?

We haven't counted these people in the sales-impact measurements of this report. Not because they aren't important but because, for reasons already explained, one month was chosen as a conservative unit of audience measurement.

But Roper's figures also include full data on the less-than-once-a-month listeners. Let's check back—let's find out, it we can, how they "heft up," first as an audience, then as buyers.

At once we find the audience of "occasional" listeners—the less-than-once-a-month listeners—is a sizeable group. It is approximately as large as the entire group of once-and-twice a month listeners. Putting it another way, it bulks one-third as large as the monthly audience upon which all the preceding data in this report are based. It represents 8,894,000 listeners to the average CBS program!

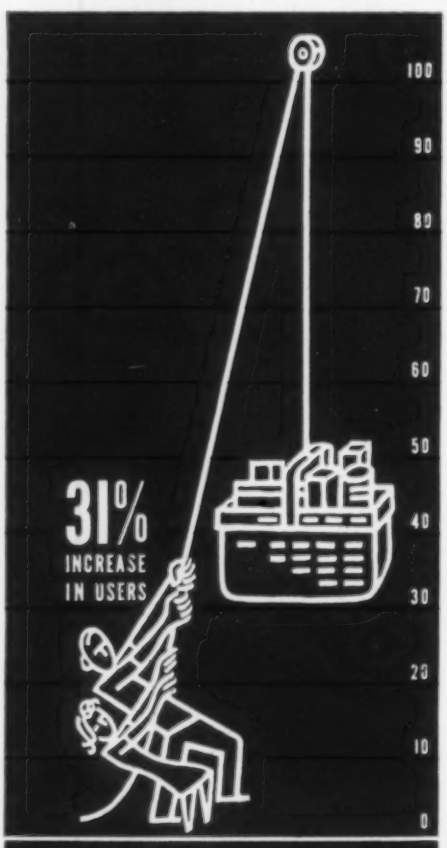
These listeners are an "extra" audience—an audience which we have thus far ignored in this report. But they exist. They listen to radio programs—yours included.

They are "bonus listeners." Are they also "bonus buyers?"

Is this audience of "occasional" listeners reached by radio "often enough to sell goods!"

Roper's figures answer that question too.

You have the answer in the simple chart below. It shows a 31% increase in users of all products advertised on 40 programs—even



Page 25 from "ROPER COUNTS CUSTOMERS"

A STUDY OF CONSUMER RESPONSE TO 40 CBS SPONSORED PROGRAMS

Based on Personal Interviews from coast to coast, conducted by Elmo Roper, in:

7 METROPOLITAN MARKETS OF OVER 1,000,000
14 CITIES OF 250,000 TO 1,000,000
20 CITIES OF 25,000 TO 250,000
32 CITIES AND TOWNS UNDER 25,000
40 RURAL COMMUNITIES FROM COAST TO COAST

Copies of "Roper Counts Customers" are now available to sales and advertising executives upon request. (No miscellaneous distribution of the book is being made.)

One of the findings from this study is shown at the left (page 25 of the printed report) and is important in itself. Even more challenging are the separate findings for each of forty programs covered in Roper's far-flung, scientific field work. For the study as a whole, 'phone or write to

THE COLUMBIA BROADCASTING SYSTEM · NEW YORK CITY

Newspaper Probe Turns Into a Burlesque

Relics of a Past Era Are Dragged In; FCC Exhibits Reek With Inaccuracy

BELIEF that the FCC's inquiry into newspaper ownership of broadcast stations is reaching proportions of a travesty was freely expressed both within and outside the Commission following resumption of hearings last Wednesday and Thursday. Still more incompetent exhibits covering isolated cases were produced by the Commission's special investigating staff and promptly challenged by industry counsel.

The second installment of the inquiry wound up last Thursday on a very sour note, with Commissioners T. A. M. Craven, Norman S. Case and George H. Payne questioning the propriety of procedure and of certain exhibits relating to WDAF's operation by the *Kansas City Star*.

Ought to Rehearse

Commission counsel repeatedly had been criticized by FCC Chairman Fly for the manner in which evidence had been presented, and during the Wednesday proceedings the hearing took on the aspect of a school of law as Chairman Fly admonished David D. Lloyd, investigator-attorney, to follow prescribed legal methods in introducing exhibits and examining witnesses.

Covering the Hearst Radio Inc. operations, as well as the *Kansas City Star* situation during the two-day proceedings, Commission attorneys used letters, memoranda and other data plucked from station files, going back as far as a decade in an effort to prove purported unfair competition, editorial control of radio operations, special rate considerations and other practices which long have been outmoded in newspaper-station operation. It was freely stated not only by the FCC minority but by other observers that the Commission evidently was attempting to build its case against newspaper ownership on considerations that are virtually non-existent today.

With the conclusion of the Hearst and Kansas City cases, during which eight witnesses were heard and 121 exhibits were introduced, the Commission recessed until Wednesday, Sept. 24, when it proposes to sit three days. Tentatively, the schedule calls for hearings on Wednesdays, Thursdays and Fridays until the inquiry is concluded. Chairman Fly, who left last weekend to address the NIB convention in Chicago Sept. 22, asked all parties to file with the Commission by Sept. 25 memoranda covering the general scope of testimony to be offered, names of witnesses, and an estimate of the time needed for such appearances.

Preponderant opinion was that since the inquiry began July 23, most of the exhibits produced by the FCC's investigating staff reek with unfairness. It was thought no weight could be given such evidence, though many exhibits were incorporated in the record subject to motions to strike made by Chairman Fly.

Financial exhibits designed to show the advantages inuring to newspaper-owned stations, offered during the first days of the proceedings, have been challenged as entirely out of kilter because of obvious errors all down the line. Thus far, however, these have not been corrected.

Cognizant of what the Commission's majority did in the chain-monopoly inquiry—selecting isolated instances to justify its conclusions—counsel for the Newspaper-Radio Committee and other participants were wary of the tactics being employed in building the record.

A-day-and-a-half of the two days was devoted to the Hearst Radio operations. While the inquiry went far afield into matters which even members of the Commission felt had no bearing on the newspaper-ownership issue, absence of any reference to Elliott Roosevelt, second son of the President, who for several years headed Hearst Radio Inc., was viewed as significant. The younger Roosevelt first had been vice-president of Hearst Radio in charge of sales activities, subsequently became its president, and was instrumental in the sale of several of the Hearst stations. His name was mentioned only once, when E. M. Stoer, general manager of Hearst Radio Inc., in identifying himself, stated he had succeeded Mr. Roosevelt as Hearst Radio head.

Battle of Lawyers

When the hearing resumes Sept. 24, the Commission will take up the so-called Des Moines situation, involving the *Des Moines Register & Tribune*, which operates KSO and KRNT in Des Moines, WMT in Cedar Rapids, and has a subsidiary relationship with WNAX in Yankton.

Luther L. Hill, executive vice-president of Iowa Broadcasting Co., and brother of Senator Lister Hill (D-Ala.), majority whip, has been subpoenaed as a witness. Also subpoenaed was Joe Maland, vice-president and general manager of WHO, Des Moines, competitor of IBC. It was indicated, however, that Mr. Maland, who had conferred with Commission counsel, would not be called as a witness. The reason was not given.

Tactics of the FCC attorneys repeatedly were challenged by counsel for the Newspaper-Radio Committee and for the individual participants. Thomas E. Harris, senior assistant general counsel, handled the WDAF case and repeatedly tangled with Arthur W. Scharfeld and Philip G. Loucks, WDAF counsel, as well as with Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committee. When questions as to salaries paid by WDAF to members of its staff were raised, even Commissioner Payne, who voted with the majority on the newspaper-divorcement issue, questioned their revelancy.

Running account of FCC Newspaper - Radio hearings Sept. 17 and 18 will be found starting on page 22.

Aside from the antiquated exhibits covering early dealings of the newspaper organizations with their station properties, the Commission got little solace in its examination of principal witnesses. Roy A. Roberts, managing editor of the *Kansas City Star*, and one of the best-known figures in American journalism, advocated even a greater percentage of newspaper ownership of stations on the ground that it would result in improved public service.

Healthy, Says Gough

Emile J. Gough, former Hearst official and a pioneer in newspaper operation of stations, despite his departure from the field, maintained that newspaper ownership was healthy and desirable.

In addition to Mr. Gough, subpoenaed as a Commission witness, others called by the Commission to testify on Hearst activities were Maj. Stoer, Harold C. Burke, president and general manager of WBAL, Baltimore, who was revealed as a sort of master salesman for Hearst newspapers as well as radio in one exhibit; and Charles B. McCabe, president of Hearst Radio and publisher of the *New York Mirror*. William A. Porter, Washington attorney, appeared as Hearst counsel and frequently challenged Mr. Lloyd's inquisitorial tactics.

In addition to Mr. Roberts, H. Dean Fitzer, manager of WDAF, was called for that station. Also testifying on the Kansas City situation were Donald D. Davis, president of WHB, Kansas City, who declared the *Kansas City Star* had been "very nice" about WHB program listings, and John Southmayd, FCC lawyer-investigator, who covered the Kansas City situation. It was the last-named testimony that precipitated the furore in the closing minutes of the sessions, and brought about renewed allegations of "stacked" exhibits.

Wage & Hour Division Appeals Belo Decision

GEN. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department, announced last Wednesday that the Solicitor General had filed in the U. S. Supreme Court for a writ of certiorari to review a June 27 decision of the Circuit Court of Appeals upholding the position of the A. H. Belo Corp., owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the *Dallas Morning* News, that an employer who guaranteed his employes a certain weekly salary might fix by agreement with them the rate to be used in computing overtime compensation [BROADCASTING, July 7].

The Wage & Hour Division contended that the Fair Labor Standards Act required that overtime compensation be computed on the basis of a rate obtained for each week by dividing the amount of the guaranteed weekly salary by the number of hours worked that week. The Belo position was upheld in both a Federal District Court in Dallas and the Court of Appeals.

Robert Dunville Named Crosley Vice-President

ELECTION of Robert E. Dunville, general sales manager of WLW and WSAI, as vice-president of the Crosley Corp. operating the stations, was announced last week by James D. Shouse, Crosley vice-president in charge of all broadcasting activities. The election took place Sept. 18 at a Crosley board meeting.

Mr. Dunville

Mr. Dunville, who will be 35 on Nov. 24, has been with the Crosley Corp. since 1937. He was sales executive at KMOX, St. Louis, when Mr. Shouse was its general manager. A 1926 graduate of the U of Missouri's School of Journalism, Mr. Dunville immediately went into sales work. First he became advertising manager for a St. Louis auto company and several years later joined the KMOX sales staff.

New Cereal Promoted

GENERAL FOODS Inc., New York, will have a series of one-minute announcements for Grape-Nuts Wheatmeal during the *Kate Smith Variety Hour* which resumes on Oct. 3 on 87 CBS stations Friday 8-8:55 p.m. (EST). Announcements will go on all stations except those in the South. Agency is Young & Rubicam, New York.

Sal Hepatica in East

BRISTOL-MYERS Co., New York (Sal Hepatica), large user of radio, on Sept. 29 is starting a schedule of 100-word spot announcements, 12 times weekly, on WEAF, WBZA, Boston-Springfield, and KYW, Philadelphia, to run through December. Young & Rubicam, New York, handles the account.

Sales increase over 100%

WORL ONLY RADIO STATION USED!

This 100% increase in sales is *not* a miracle! It's happening every day to advertisers using the 920 Club on WORL, America's outstanding radio program. The 920 Club, unique in format, with a powerful sales impact—gets results . . . and by results we mean sales.

Move Merchandise Off Retailer's Shelves . . . but fast!

$4,000 worth of pianos sold *in one week!* Doughnut sales up 147% *in one week!* Whatever your clients' product . . . high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

Buy a Participation in the 920 Club Now!

Announcements on 15 minute programs are open! Write for availabilities and 15 big success stories today!

SOUTH BOSTON 2410

39 OLD COLONY AVENUE

ROYAL CROWN
OF BOSTON, INC.

August 21, 1941

Mr. George Lasker
Radio Station WORL
610 Beacon Street
Boston, Mass.

Dear Mr. Lasker:

It will please you to know that sales of ROYAL CROWN Cola have increased over 100% this year as compared to last year!

I feel that radio has played the leading role in creating consumers' demand for ROYAL CROWN and -- inasmuch as WORL is the only radio station we are using -- there is but one answer: WORL's 920 Club Program is doing an outstanding job for ROYAL CROWN, and you can reserve time for us for many seasons to come.

Here's my sincere congratulations on such an original idea as the 920 Club and I wish you continued success.

Cordially,
ROYAL CROWN

G. Stephens

GS
VW

950 Kilocycles **WORL** 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS

ADVERTISING PAGES REMOVED

Larger Audiences For Grid Season Seen by Atlantic

Announcers Are Schooled in Technique of Coverage

ANNOUNCERS who will handle the 220 games of play-by-play and commercials on the Atlantic Refining Co. football radio schedule [BROADCASTING, Sept. 12] assembled in Philadelphia Sept. 16 and 17 for discussion and instruction under the aegis of N. W. Ayer & Son, Atlantic agency. Thirty-eight mike handlers from New England to Florida, and as far west as Ohio, were on hand when the session held in the Ayer Bldg. was opened with a talk by Joseph R. Rollins, Atlantic advertising manager.

Predicting that both the actual attendance and the radio listening audiences for football would be larger this fall than ever before, Mr. Rollins said:

"The working tempo of the average American has been stepped up steadily, and will continue to increase as the defense program expands. That means more recreation will be needed, and more people will find relaxation in the enjoyment of football and other sports.

Millions Will Listen

"Because of this situation, you announcers have a real responsibility in the essential job of supporting public morale during the emergency. Millions who cannot actually attend the games are going to be listening in, and it is up to you to provide the best possible kind of play-by-play accounts, so as to make our broadcasts just as interesting a form of recreation for the listeners as we can."

Mr. Rollins was followed by Wallace Orr, of N. W. Ayer & Son, who explained to the announcers that emphasis on commercials would be lighter this year than in the past.

"Atlantic will devote a great deal of the time which otherwise would have been used for product commercials to the service of the Government and various patriotic causes," Mr. Orr said. "It is anticipated that some of the time will be used to encourage enlistments in the Army, Navy and Marines, while other periods will be used to advertise Government defense bonds and defense stamps.

No Interference

"While the content of the commercials is likely to be quite different, the commercial policy which has been used in the past will again be followed. All of the commercial material, whether it is for the products or for the Government or one of the patriotic appeals, will be placed so as not to interfere with any of the actual play. This policy has been successful in the past in building real friends and fans for the Atlantic broadcasts, and we expect it to prove its wisdom again this year."

The two-day session was the sixth of such meetings held annually since Atlantic first started to sponsor football broadcasting in 1936. The program for the first day included an examination on new rules and signals, given by Charles Gault, well-known football official, and a "skull session" on broadcast techniques conducted by Les Quailey, in charge of play-by-play announcing for Ayer.

Following the Monday morning meeting the announcers adjourned to the Bala Golf Club for luncheon and the annual Announcers' Golf Tournament, which was won by Tom Manning, WTAM, Cleveland, with a low net score of 83. Monday night Philadelphia fans were given a preview of prospects for the 1941 grid season through a series of interviews with various announcers over WFIL.

The Tuesday morning meeting covered program promotion, with special attention to the Dunkel Forecasts which are supplied to Atlantic patrons as a part of regular service during the football season. The present status of the petroleum industry was described by John D. Gill, vice-president of Atlantic, and the theory of commercial copy was treated by James Hanna of the Ayer organization.

THESE ARE THE MIKEMEN who will handle the 220 games in the fall football schedule of Atlantic Refining Co. shown with officials of the company and N. W. Ayer & Son, Atlantic's agency. Announcers and teams whose games they will broadcast are:

Front row, seated (l to r): Jerry Burns, Florida and Georgia Tech; Lee Kirby, Duke; J. Wesley, Holy Cross.

Second row, seated: Joe Fay, Brown; Jim Britt, Yale; Byrum Saam, Philadelphia Eagles; Joseph R. Rollins, advertising manager, Atlantic Refining Co.; Wallace Orr, N. W. Ayer & Son; Earl Harper, Holy Cross; J. B. Clark, Duke; Bill Sutherland, Carnegie; Les Quailey, N. W. Ayer & Son.

Third row, standing: Charles Gault, football official; Herman Reitzes, Delaware; Taylor Grant, Villanova and Temple; John Van Sant, Muhlenberg; Jim Peterson, N. W. Ayer & Son; Harry Bevis, Franklin & Marshall; Gorman Walsh, Delaware; Chuck Thompson, Albright; Bill Corley, Ohio State; Claude Haring, Villanova and Temple.

Fourth row, standing: Joe Tucker, Pittsburgh Steelers; Jack Barry, Syracuse and Penn State; Tom Manning, Ohio State; Chuck Whittier, Wilkes-Barre H. S.; Red Moss, Dickinson; Vic Diehm, Hazleton, H. S.; Bill Dyer, Richmond U.; Jack Case, Watertown H. S.; George Perkins, Cornell; Dee Finch, Syracuse; Hugh Carlyle, Richmond U.; Tom McMahon, Cornell and Syracuse.

Announcers signed but who are not in the picture include Red Barber, Princeton; Bill Slater, Pennsylvania; Woody Wolf, Duquesne; Jimmy Thompson, South Carolina; Hal Miller, Gettysburg; Ted Pierce, Lafayette; Bill Bell, Williamsport H. S.; Bob Hall, Philadelphia Eagles.

For story and schedule of Tidewater Associated Oil Co. sponsorship of West Coast grid games, see page 56.

Pic Spots

STREET & SMITH Publications, New York (*Pic* magazine), on Sept. 17 began a campaign of one-minute live announcements on WNEW, WOV, WHN and WMCA, New York. Announcements run 2-18 times weekly on alternate weeks for 26 weeks. Company will also launch a campaign shortly for a new publication, *Pioneer Picture Stories*, on the same stations with the addition of WINS. Victor Van der Linde Inc., New York, handles the account.

Speaker at the Tuesday luncheon was the veteran announcer and sports commentator for Universal Newsreels, Bill Slater, who will handle the Penn schedule for Atlantic this year.

The afternoon session was devoted to a study of identification boards, play-by-play charts and broadcast routine under the tutelage of Messrs. Quailey and Peterson, former Pennsylvania star and big league ball player who also is a member of the sports staff of N. W. Ayer & Son.

The Atlantic schedule, which got under way Sept. 7 with broadcast of the Cleveland-Pittsburgh pro game at Akron, will include 155 college games, 20 professional games, and 45 high school games, the latter scheduled where local enthusiasm for high school football exceeds interest in college schedules. The facilities of 83 stations will be used, with the more important games to be aired over special Atlantic football networks up to 25 stations. The broadcast will run through Dec. 20, when the curtain will be rung down by the broadcast of the Florida-UCLA game.

Following is a list of the Atlantic announcers, with the games they will handle and the stations from which the broadcasts will originate:

Announcer	*Games*	*Key station*
Jerry Burns	Florida	WJ
	Georgia Tech.	WS
Lee Kirby	Duke	W
J. Wesley	Holy Cross	W
Joe Fay	Brown	W
Jim Britt	Yale	WN
Byrum Saam	Phila. Eagles	W
Earl Harper	Holy Cross	W
J. B. Clark	Duke	W
Bill Sutherland	Carnegie	K
Herman Reitzes	Delaware	W
Taylor Grant, and Claude Haring	Villanova Temple	W
John Van Sant	Muhlenberg	W
Harry Bevis	Frank. & Mar.	W
Gorman Walsh	Delaware	W
Chuck Thompson	Albright	W
Bill Corley	Ohio State	W
Joe Tucker	Pitts. Steelers	W
Jack Barry	Syracuse	W
	Penn State	K
Tom Manning	Ohio State	W
Chuck Whittier	W.-Barre H. S.	W
Red Moss	Dickinson	W
Vic Diehm	Hazleton H. S.	W
Bill Dyer	Richmond U.	W
Jack Case	Watert'n H. S.	W
George Perkins	Cornell	W
Dee Finch	Syracuse	W
Hugh Carlyle	Richmond U.	W
Tom McMahon	Cornell	W
	Syracuse	W
Red Barber	Princeton	W
Bill Slater	Pennsylvania	W
Woody Wolf	Duquesne	W
Jimmie Thompson	So. Carolina	W
Hal Miller	Gettysburg	W
Ted Pierce	Lafayette	W
Bill Bell	W'msport H. S.	W
Bob Hall	Phila. Eagles	W

A Department Store Built by Radio

High in the Sky, Burt's Defies All Traditions in Rapid Growth

By K. K. HACKATHORN
Sales Manager, WHK-WCLE, Cleveland

SELDOM is a department store honored on a nationwide hookup of 170 stations. And seldom is a department store nurtured to prosperity and enormous expansion on the sixth floor of a gigantic office building. But that's what happened Sept. 21 when MBS carried a program honoring Burt's on its fifth anniversary. A joint scroll was presented L. O. Klivans, head of the store, by Vernon Pribble, manager of WTAM; John F. Patt, vice-president and general manager of WGAR; and H. K. Carpenter, of WHK-WCLE in honor of the anniversary.

STEP INTO THE department store that radio built—it's Burt's Inc., up on the sixth floor of the Terminal Tower in Cleveland. And like its counterpart, the proverbial House That Jack Built, Burt's was constructed through a series of progressive ideas — mostly radio ideas. This department store was weaned on radio, continued to thrive on radio, and at the age of ten is approaching full-fledged maturity.

Here's how it all happened: After five years of radio advertising, in 1935, Lewis O. Klivans, president and general manager of Burt's, decided there were many possibilities for expansion of his modest jewelry store, then located on Euclid Ave., Cleveland's main artery. His jewelry store, though small, had great potentialities. It was one of the most progressive shops in the city, maintaining popular prices and high service standards.

Without a Miracle

But expansion in the expensive location was impossible. So Klivans did something which was regarded as foolhardy. He left busy Euclid Ave. for the present Terminal Tower location—a comparatively remote site, strictly an office building location. At first Burt's occupied 4,000 square feet on the sixth floor of the building. But the store clicked immediately, and began to expand to its present 78,000 square feet of floor space—nearly the entire sixth floor of Cleveland's Terminal Tower, and also a four-story building nearby which holds Burt's modern furniture store. This, more than anything else, demonstrates the remarkable pulling power of radio. The medium brought thousands of customers up six floors to get merchandise.

The growth of Burt's unlike that of Jack's beanstalk, wasn't due to unforeseen miracles. Instead, it came as a direct result of skillfully planned radio promotion. Klivans' advent in radio advertising came when he started using participation spots. That was in 1931. Soon he was sponsoring a daily 15-minute program; this grew to two 20-minute daily programs. As the radio time increased the store grew; and as the store grew, more radio time was used. It proved a most prosperous cycle.

In September, 1936 Burt's began sponsoring its now-famous *Sunday Amateur Show*. In Mr. Klivans' words: "I fully appreciate what Major Bowes and others who arrange amateur shows go through. I rented the leading legitimate theatre for the home of the broadcast, where it is staged just the same as any high-class theatrical production. This involved reserved seats, uniformed ushers, a staff of 40, and other production details which help us to turn out a show of near - professional caliber." Burt's outgrew this theatre, and now has a larger one which seats over 3,000 people. Nearly 2,000 persons call at the store every week to get tickets to these shows.

FIFTH ANNIVERSARY plans being prepared by L. O. Klivans, president and general manager (seated), and Mendel Jones, public relations director of Burt's Inc.

And Records, Too!

During the past few years network shows have had a difficult time competing with this local show, which has quite a remarkable record. Look at these figures: About 5,000 amateurs have appeared on the show since it began. At least 500,000 people comprise the total visible audience of past amateur shows. The radio audience has been estimated at over 10,000,000.

Nor did the amateur show stand alone. Last winter Burt's sponsored six morning shows, five evening shows, a musical program of polkas, and several nationality programs. These nationality programs brought an unexpected turn to Burt's expansion. For in addition to the usual type of customer response, Burt's received many requests from listeners for records of the music played on these nationality shows. The demand was met, and today, as a direct result, Burt's is the world's largest distributor of nationality records for the Victor Record Co.

The life story of L. O. Klivans doesn't read like an Horatio Alger success tale, but is the story of an average American boy who made good in the business world. The energetic president and general manager of Burt's is a native of Toledo. He was born there in 1897 and moved to Youngstown in 1909 where he attended the public schools and was graduated from high school. He immediately went into the retail clothing and jewelry business with his brother. In 1921 he moved to Akron and four years later to Cleveland where he established Burt's, which has since become known as one of the most progressive retail establishments in the midwest.

$500,000 in Time

The rest of the story is well-known to Cleveland's shoppers and radio listeners, for today Klivans is the largest individual user of local radio time in the city—possibly in the country. The exact amount varies, but the total program time has been as high as 16 hours a week, including 21 programs of every known variety, and not counting spot announcements. Shrewd and always resourceful, Klivans has spent more than $500,000 on radio time—most of it in the last five years on station WCLE. But it's been a most worthwhile investment, for fully one-half of Burt's dollar volume comes from radio advertising.

The radio success of Burt's is is largely due to Klivans' ability to adapt his shows to the times, always keeping a step ahead of current radio trends. "When the air becomes saturated with programs of any type, it's time for me to change to another type of show," says Klivans. "A few years ago, for example, I was trying to determine what would constitute an ideal radio program. I analyzed newspapers and magazines and came to the conclusion that human interest stores had the power to command wide audience attention.

"That was just before the *Voice of Experience* became so popular. I figured that in order to present human interest in the proper manner and to hold listener interest, the story must be true and the person who broadcast it must be dependable and must know how to handle every situation. It finally went on the air and was known as the *Guide to Happiness*. Hundreds of problems poured in, containing the most remarkable stories. What a world of wisdom—what remarkable advice the *Guide to Happiness* gave to our listeners! Soon other programs of this type were begun, so I decided to change."

Mrs. Klivans Helps

The road to success wasn't traveled by Klivans alone. Mrs. Klivans has aided in many ways. She appears on each of the amateur programs, where she delivers a short, home-like message, directed especially for the women in the audience. She talks on styles and other subjects of interest to wives, mothers, and girl friends. She advises them to strive for attractive and striking appearance. In addition, Mrs. Klivans is present at all amateurs' auditions, "to help make them feel at home," she explains.

Burt's original m.c., whose official title is now Public Relations Executive, is Mendel Jones. For the past two years he has arranged a Cleveland Industries Day for each amateur program. One of Cleveland's major industries is featured on the program each week, and employees associated with the featured industry are extended special invitations to attend the program. This policy is backed by Jones' belief that "institutional advertising is one of our best bets."

The part played by Al Berardi and his 12-piece band has been more than a mere musical one. For Berardi has also been chief ad-libber and stooge.

As evidence of the direct results of his wide audience range, Klivans tells of a Santa Claus announcement one Christmas season which brought 15,000 people into the store the following day. An audience survey later revealed that nearly all homes tune in on the Sunday afternoon amateur show — especially in Cleveland's suburbs and the small communities within 50 miles of Cleveland.

Today, Klivans—"L. O." as he is affectionately known to his employes—looks back fondly on his experiences as a radio sponsor. "There are many trials and tribulations which go along with sponsoring radio shows. But under the laws of nature," according to Klivans, "there is a compensation for everything. I get a big kick out of my experiences, and have been rewarded with both the pleasure my radio sponsorship affords me, and the more tangible financial returns which it has brought."

Running Account of Press-Radio Hearings Before FCC

Hearst Interests First To Be Called

Opening the proceedings, FCC Chairman Fly requested that counsel for all parties file with the FCC memoranda on future appearances, covering the general scope of testimony to be offered, names of witnesses and an estimate of the time needed for each appearance. He indicated that these memoranda should be filed not later than Thursday, Sept. 25.

As the hearings reopened, the first day was marked by the repeated instruction on matters of procedure given by Chairman Fly to David D. Lloyd, FCC attorney handling the examination of witnesses called by the Commission. Time after time during the day, particularly in the morning session, Chairman Fly counseled Mr. Lloyd on the proper method of introducing evidence and establishing its pertinence.

First witness called to the stand was Emile J. Gough, former Hearst publisher and general manager of Hearst Radio Inc. and now associated with SESAC. Before he took the stand Hearst Radio counsel, William A. Porter, explained that although appearance at the hearing was not opposed, he reserved the right to contest any rules that might be promulgated in the light of testimony adduced at the hearings.

Mr. Gough's chief attention was focused on a series of exhibits, largely a collection of letters and memoranda between Mr. Gough and other Hearst newspaper and radio officials, which apparently were offered by Mr. Lloyd to establish a general outline of the Hearst policy pertaining to its publishing and broadcasting functions. Apart from identifying the various communications, Mr. Gough was questioned only sparingly.

According to his testimony, Mr. Gough's first connection with radio came in 1927, when as editor of the *San Francisco Call* he was assigned by William Randolph Hearst to the project of interesting the Hearst organziation in operating radio broadcasting as an adjunct to newspaper publishing. He indicated that until 1932, when Hearst Radio Inc. was formed, he was responsible in his radio functions to J. V. Connolly, then vice-president and general manager of King Features Syndicate. After formation of Hearst Radio Inc. he was responsible to George Hearst, he stated. He remained with that organization until December, 1937.

Use of Radio for Newspaper Exploitation

In one of these early letters from Mr. Connolly to Mr. Gough, it was pointed out by Mr. Lloyd that Mr. Hearst himself had indicated a firm conviction that his newspapers should use radio for exploitation. Mr. Connolly observed in the letter, introduced into the record, that "those Hearst newspapers that own or are affiliated with radio stations have been able to protect themselves against the deflection of advertising appropriations from their newspapers into radio broadcasting companies, and also you have shown the radio editors how not to give a news report over the air that would make it unnecessary for the listeners to buy a newspaper." Questioned by Mr. Lloyd, Mr. Gough agreed that this statement amounted to a rough summary of the Hearst policy of using radio to intensify interest in the newspaper itself.

Relation of Station And Newspaper Policies

Resuming the stand at the afternoon session Wednesday, Mr. Gough was asked by Mr. Lloyd whether the Hearst stations had ever been asked to foster Hearst editorial policies. Mr. Gough recalled one such instance and identified an exhibit covering a memorandum sent to all station managers on April 13, 1936, urging all Hearst stations to read an editorial on the anniversary of Thomas Jefferson's birth. He described it as "beautifully written" and one that was in harmony with Americanism.

When FCC Counsel Lloyd confronted Mr. Gough with a telegram dated April 6, 1937, ordering WBAL, Baltimore, to broadcast two stories dealing with the World War, Mr. Gough explained that these covered both sides of a controversial issue. Hearst Counsel Porter interposed it was important to note that the time was 1937 and that it had no bearing on public opinion and the war situation of today. Mr. Lloyd observed he did not care about the subject matter but was simply pursuing the question of newspaper station ownership.

Another series of exhibits, plucked from the files of various Hearst stations, purporting to show that editorials and news stories were read over Hearst-owned stations at the request of the management, were identified for the record. In several instances, the officials of the newspapers or the stations contacted could not be identified by Mr. Gough or by Hearst Counsel Porter, and the exhibits simply were admitted subject to motions to strike.

There was considerable discussion over an order issued to editors of all Hearst radio stations by Mr. Hearst in 1937, ordering that a denial of rumors that the *Chicago Herald & Examiner* would be consolidated with another paper, be used in newscasts. Mr. Porter, in cross-examination, brought out that rumors of the transaction had been circulated and Mr. Gough testified he thought the subject was of sufficient public interest to warrant a place in a newscast.

Commenting on several succeeding exhibits, letters and memoranda exhibiting a headquarters interest in the use being made of radio by Hearst publications, Mr. Gough explained that although there were occasional surveys into this matter, the headquarters organization was interested not so much in promotion per se as in securing the best cooperation between the Hearst radio and newspaper interests.

One problem in this connection was the publication of radio station program schedules and paid advertisements, he stated, with the converse situation involving the use of radio time by the newspapers.

Attitude on Reports Of Press Associations

Attention was drawn by Mr. Lloyd to the policy of news services toward broadcasting their news reports when he offered several exhibits, letters dating from 1933 to 1935, outlining the stand of INS and the Hearst organization. A 1933 policy interpretation by Mr. Connolly, as president of INS and Universal News Service, declared that INS news could not be used on commercial programs, although "it will be left to editors to decide how much news should be told to induce listeners to buy papers", as long as broadcast news is handled so it would not harm INS subscribers in the service area of the station.

Another letter offered by Mr. Lloyd, written in 1935 by Mr. Gough to H. M. Bitner, publisher of Hearst's *Pittsburgh Sun-Telegraph*, indicated that the Hearst view, while it did not countenance use of INS news on commercial broadcasts, nevertheless did not hold it inconsistent to sell INS and Universal News Service to both newspaper and broadcasting stations and see its AP-member newspapers vote to restrict the broadcasting of Associated Press news.

In this stand, Mr. Gough's letter pointed out, INS and Universal present a fundamentally different setup from that of AP, which is owned by all its members. INS and Universal gather their own news and market it on an available-to-all basis, it was explained, while AP service goes only to AP members.

Tells of Newspaper Contributions to Radio

Another exhibit, identified by Mr. Gough, was in the nature of a memorandum he had written at a meeting of newspaper-owned radio stations in New York in April 1937, at which time the Wheeler Bill, to prohibit newspaper ownership of stations, was pending. Even before Mr. Hearst acquired his original chain of some ten radio

New NBC Study of Radio Effectiveness Reveals How Public Listens, Then Buys

ANNOUNCING that it will shortly release a new Red Network brochure, "Heads—They Won", documenting the selling job which *Mr. District Attorney* has done for Vitalis, NBC points out that this is the fifth in a series of studies, begun some two years ago, conducted by C. E. Hooper for NBC to demonstrate the "selling effectiveness of network radio programs."

The technique involves three steps, NBC states: segregating listeners from non-listeners by use of coincidental telephone interviews, verifying program listening by call-back, and determining the brand of product used.

They Listen, Then Buy

Conclusions, demonstrated in the first study in September 1939 and reaffirmed by the later ones, show that "when they listen they buy and the more they listen the more they buy," Vitalis, for instance, being shown to be used by 255% more listening families than non-listening families, with frequent listeners better customers than occasional listeners. Previous studies include: pilot study conducted September 1939 (unpublished); Jergens study conducted February 1940 (With Lotions of Listeners); J. B. Williams study conducted December 1940 (True or False, a quiz on a quiz on a quiz program); Shinola study conducted February 1941 (The Fetish That Crawled Under His Rock).

For these products, says NBC, the average use in homes of listeners was 2½ to 1 better than in non-listeners' homes, the advertiser's margin of advantage among listeners ranging from 65% to 273%, and without exception, frequent listeners were found to be greater users of the sponsors' products than less frequent listeners, infrequent users greater users than non-listeners.

Series, which NBC describes as "the most scientific and convincing demonstration of advertising effectiveness that today is emanating from any advertising medium," reaches by individual case studies the same conclusions as those reached by CBS in a mass study of all its evening programs, conducted by Elmo Roper and published recently by CBS under the title "Roper Counts Customers [BROADCASTING, Sept. 15].

Now!

KFYR

5000 watts

Both Day and Night

More than ever the Regional Station with the Clear Channel Coverage

550 KILOCYCLES **KFYR** NBC AFFILIATE

Meyer Broadcasting Company

Bismarck, N. Dakota

ASK ANY JOHN BLAIR MAN

stations, Hearst newspapers made trade deals with stations in their markets, Mr. Gough testified. He said he had always fostered such tie-ups from the promotional standpoint.

Cross-examined by Louis G. Caldwell, counsel for WGN, owned by the *Chicago Tribune*, the former Hearst official said it was true that in radio's early days practically everyone who went into the field was in some other business, such as newspaper publishing, auto distribution, insurance, seed nurseries, iron foundries and sundry other fields. It was not until around 1928 or 1929 that it became evident radio could stand on its own feet and not function as a subsidiary of some other line.

Mr. Gough conceded that if it had not been for the early pioneer work of the newspapers in radio, there might not have been any industry on the scale on which it operates today. Newspapers, he said, had made substantial contributions to radio by introduction of advertising standards, policies and practices for the medium. He declared he did not know of any greater contribution to radio development than that of newspapers.

Newspaper-owned stations were the first to develop news broadcasting, Mr. Gough asserted in reply to Mr. Caldwell's questioning. Moreover, he said that most of the news personnel of stations and networks have been drawn from the journalism field.

Competition of radio with newspapers has not resulted in any substantial drop in newspaper circulation. People still read the newspapers for the detailed and interpretative news, he said.

Stoer Explains Accounting Methods

Maj. E. M. Stoer, general manager of Hearst Radio Inc., since 1938 and the successor to Elliott Roosevelt, second son of the President, in that capacity, was called by the FCC as its second Hearst witness. He explained that from July, 1927 to July, 1938, he had been chief accountant and business manager of Hearst Radio Inc., and then assumed the general management. Maj. Stoer explained that WINS, WISN and KYA are directly owned by Hearst Radio Inc.; WBAL is owned through a subsidiary, while WCAE is owned by a separate corporation which since Jan. 1, 1941 has been a subsidiary of the Pitt Publishing Co.

Explaining the manner in which the Hearst organization functioned' Maj. Stoer said he was responsible to the board of directors of Hearst Radio Inc. Station managers have complete authority to operate, but each station has its own chief accountant, who reports direct to the general manager of Hearst Radio on financial matters.

Asked about advertising and promotional practices as between Hearst-owned newspapers and stations, Maj. Stoer said the newspapers, for time on the air, pay the lowest station card rate and the stations the lowest department store display rate per line. He said there was actually a cash transaction involved and that at the end of each month, whatever balance is involved is paid in cash.

A series of exhibits covering interchange of space for time between stations were identified by Maj. Stoer, covering virtually all of the stations. When Mr. Lloyd placed in the record an exhibit covering premiums in the way of display advertising offered by KYA, San Francisco, for contracts covering one, three or five programs per week, Maj. Stoer said this plan had come to his knowledge only the day before when he had been shown it by the FCC legal staff.

He said he had promptly checked with Harold Meyer, manager of the San Francisco station, and found that certain phases of the merchandising plan had not been invoked. They covered insertion of space in the *San Francisco Examiner*, and *Call*, local shopping news and market news publications, free announcements and bold-faced program listings in the Hearst newspapers and related merchandising services.

HOME OF BBC WEATHERS BLITZ

LONDON'S Broadcasting House has been hit a few times by bombs, and nearby areas have been badly shattered, but on the whole the structure is intact and is still the headquarters of British broadcasting, reported Raymond Clapper, Scripps-Howard columnist and NBC commentator, on his return by Clipper last week. This sketch by Jack Frost appears in the new book, *Eternal London*, published by Coward McCann, New York.

Proposed Affiliation In San Francisco

Maj. Stoer said he had ascertained that the merchandising plan had been invoked only about three weeks ago. He declared that KYA paid for the space used in newspapers on the same minimum rate basis provided in other advertising interchange arrangements.

Quoting from a letter from KYA Manager Meyer to Maj. Stoer, suggesting that efforts be made to swing a major network for the station, Mr. Lloyd asked the witness whether it was his view that the networks prefer to deal with newspaper-owned stations. He said he had not found that to be so, pointing out that only two of the Hearst stations have major network affiliations. Mr. Lloyd then read from the Meyer letter the assertion that "networks lean over backwards to affiliate with newspaper-owned or managed stations". Maj. Stoer insisted this did not represent his view.

Regarding the practice of reading of editorials or news stories on Hearst stations, selected from Hearst newspapers, Maj. Stoer said this practice had been discontinued on Aug. 20, 1941 on WINS, New York, and that it had been discontinued sometime previous on the other stations. He said it was his judgment that reading of editorials was not considered good program practice.

Asked by Mr. Lloyd whether any of the networks had tried to "sway the editorial policies of Hearst newspapers", the witness responded he was not acquainted with any such efforts. Mr. Lloyd read into the record a letter dated Jan. 8 from Maj. Stoer to W. R. Hearst Jr., publisher of the *New York Journal-American*, wherein the Hearst Radio official stated that both NBC and CBS had asked him whether anything could be done regarding the "editorial attitude of the Hearst newspapers in New York on the ASCAP-BMI situation". "It was their contention," read the Stoer letter, "that the editorials in all the other papers were more or less non-partisan but both the *Mirror* and *Journal* were violently pro-ASCAP. They pointed particularly to the issue of Friday, Jan. 3."

Tells of Instructions Given to Editor

Finally, Maj. Stoer said he had talked with Mr. McCabe, publisher of the *Mirror*, who advised him that while the Nick Kenny column (radio column) would probably continue in its present strain, he had given instructions to the editor that the editorials were to be unbiased. He asked whether anything could be done about this in the *Journal*.

There was then introduced in the record the junior Hearst's reply dated Jan. 10. Young Hearst said he was afraid both CBS and NBC are "supersensitive". In the first place, he said, his paper had run no editorial comment on the ASCAP fight, but that pictures of the principals on both sides had been run and letters solicited from readers for their opinions, with an equal number printed on both sides.

In the closing minutes of the Wednesday session Mr. Lloyd introduced in evidence a series of letters passing between Mr. Stoer, Mr. Brookes and Clarence R. Linder, publisher of the *San Francisco Examiner*, from Aug. 31, 1939, to Feb. 17, 1940, in connection with Communist and CIO broadcasts on two Hearst stations, KYA and WINS. The letters indicated some of the troubles experienced by KYA with this type of broadcast, with Hearst officials attempting to evolve a suitable policy in these matters.

Tells of Difficulty On Controversial Issues

The reason for introducing these exhibits was unexplained by Mr. Lloyd, although observers recalled that it served to refocus attention on the KYA situation, which some time ago drew FCC investigation. The letters stated that the Hearst name, because of newspaper stories and radio programs, was becoming associated with leftist propaganda in the public mind in the San Francisco area, and that Hearst executives were attempting to

(*Continued on page 60*)

WCAE PITTSBURGH

joins MUTUAL Oct. 1st

and that's to everyone's Mutual Advantage !

——For Example:——

WCAE gives MUTUAL

- The largest and most loyal following of listeners in Pittsburgh.
- Center position—1250 on the dial—in the Pittsburgh band.
- A powerful voice in the booming Pittsburgh market of 4 million people.

MUTUAL gives WCAE

- A brand new program interest—new shows, new stars, new network features.
- Flexibility in arranging good radio times for non-network advertisers.
- A new pattern of merchandising service available to every advertiser.

And that's only part of the story. For complete information as to time and program availabilities consult—

The KATZ Agency • National Representatives

500 Fifth Avenue **New York, N. Y.**

WCAE PITTSBURGH, PENNA.
5000 Watts • 1250 K. C.

DOES YOUR BOSS / SPONSOR / AGENCY / AUDIENCE / NETWORK DEMAND BETTER PRODUCTION ? / LISTENER—ACCEPTANCE ? / SOMETHING DIFFERENT ? / GOOD MUSICAL SHOWS ? / THE IMPOSSIBLE ?

SOLVE YOUR MUSIC PROBLEMS WITH YOUR....

SESAC MUSIC GUIDE

SESAC
"Delivers the Goods"

On pages 4 to 8 of this Guide are listed over 200 different classifications of music, obtainable from the SESAC affiliates enumerated on pages 9 to 23.

During the past decade SESAC has grown from a small group of publishers to one of the largest music performing rights organizations in the United States. SESAC now controls more than 125 catalogs, and the majority are American publishers.

Concrete evidence of the wisdom of our established policy of cooperation is the fact that SESAC *now has long term licenses with nearly 800 commercial radio stations in the United States, a greater number than any other organization has ever had in radio history.*

SESAC is justly proud of the thousands of America's standard favorites, such as Edward MacDowell's TO A WILD ROSE — H. H. A. Beach's AH LOVE BUT A DAY — Victor Herbert's BADINAGE — Rudolf Friml's TWILIGHT — Bruno Huhn's INVICTUS, and many additional compositions by these and outstanding American composers, found in the various SESAC

And Over 200 Other Types of Music

CLASSIFIED MUSIC LIST

Type of Music:	Publishers Key Numbers:
AMERICAN PATRIOTIC	4 - 7 - 9 - 12 - 16 - 32 - 33 - 34 - 35 - 39 - 40 - 41 -
BAND	2 - 9 - 12 - 17 - 29 - 32 - 33 - 35 - 39 - 40 - 41 - 45 -
DANCE	4 - 7 - 9 - 12 - 16 - 18 - 33 - 38 - 39 -
FOOTBALL MARCHES	See College Songs and Marches
NURSERY RHYMES	See Children's
SOUTH AMERICAN	2 - 11 - 12 - 15 - 18 - 20

Typical Excerpts From Sketches of 127 Publishers

SESAC PUBLISHERS

4. AMERICAN MUSIC, INC.
The world's largest publishers of hillbilly, western, and cowboy music. The songs of the famous SONS OF THE PIONEERS (Bob Nolan and

6. AUGSBURG PUBLISHING HOUSE
One of SESAC's great religious catalogs. Official publishers of Lutheran music and owned by the Lutheran church. In addition to the

58. THE ARTHUR P. SCHMIDT COMPANY
One of the finest and largest music publishers in the United States. Founded in 1876, this company was the first to develop American

60. EDWARD SCHUBERTH & CO., INC.
This company is the first publisher of Victor Herbert's famous "Badinage" and many Herbert

***Do You Know That* SESAC *Has*—**
—127 affiliates, the majority of whom are American publishers
—again furnished the Number-One-Song of the Year—INTERMEZZO
—the world's largest selection of original hillbilly, cowboy and western songs
—over 100 hymn books for all denominations
—the world's largest selection of religious music
—college songs and marches of the Universities of Wisconsin, Ohio, Minnesota, Michigan, Illinois, Chicago, Idaho, North Dakota, South Dakota, Drake, etc.

APPROVED AND ACCEPTED BY THE ENTIRE BROADCASTING INDUSTRY

You Should Have This Guide— Write for It

SESAC

THE BEST MUSIC IN AMERICA

113 WEST 42nd STREET NEW YORK CITY

Gillette Will Shortwave Two Big Sports Events To Foreign Countries

GILLETTE SAFETY RAZOR Co., Boston, has completed arrangements for extensive South American coverage of the Louis-Nova heavyweight championship bout on Sept. 29 and the World Series Starting Oct. 1. Company is sponsoring both events on MBS.

Shortwaving the series to South America will be WGEO, General Electric shortwave station in Schenectady, and WRUL, Boston. The former station will carry the broadcasts in English while the latter will have a Spanish-speaking announcer stationed in its studio to interpret the play-by-play reports. In addition, Rene Canizares, one of Cuba's outstanding sports announcers, will describe the play direct from the ball park via RCAC for CMQ, Havana. WGEA, GE's other shortwave station, will carry the broadcasts to Europe.

The Louis-Nova bout will be carried by WGEO in Spanish, with Julio Garzon, managing editor of a Spanish-American newspaper, *La Prensa*, doing the blow-by-blow direct from ringside. Stations LR1, Buenos Aires, and HCJB, Quito, Ecuador, will pick up the shortwave report and rebroadcast it, under sponsorship of Gillette. The company will permit other South American stations to rebroadcast the WGEO transmission. WRUL will also carry the Series to South America while WGEA will beam its broadcasts of the bout to Europe. Both of these descriptions will be the Dunphy-Corum blow-by-blow direct from ringside. Agency is Maxon Inc., New York.

Gillette Bid Rejected

OFFER of $60,000 by Gillette Safety Razor Co., Boston, for a two-year exclusive contract to broadcast annual Pasadena (Cal.) Rose Bowl football game on New Year's Day was turned down by the Pacific Coast Conference, which reportedly wanted double that amount. Annual games have been broadcast as a sustaining feature over NBC, CBS, Mutual-Don Lee network and also released locally by various Southern California stations.

World Series in Spanish

IN CONNECTION with its sponsorship of the World Series games on MBS, Gillette Safety Razor Co. has again signed with Circuito CMQ, Cuban network keyed from CMQ, Havana, for play-by-play accounts in Spanish to be handled by Rene Canizares, sports editor of the network who sails from Havana Sept. 24 to prepare for the job. RCAC circuits from New York to CMQ will again be set up and the Spanish play-by-play will also be reproduced on the magnetic scoreboard of *Havana El Mundo* in Central Park there. It is understood permission has been granted to some Central American stations to rebroadcast CMQ.

Columbia Film Album

COLUMBIA RECORDING Corp. has issued a new album of hymns, selected as those most requested by listeners to the General Electric Co. *Hour of Charm*, Sunday evening series on NBC-Red, which closes each broadcast with a hymn. The eight selections in the album were recorded for CRC by Phil Spitalny's All-Girl Orchestra, featured on the broadcasts.

ANOTHER YEAR FOR TERRELL

President's Order Permits Him to Stay on Job As Head of FCC's Field Division

THE "Grand Old Man" of Federal radio regulation will be serving the Government for at least another year. For President Roosevelt has exempted William D. Terrell, chief of the FCC's Field Division, from automatic retirement, because of age, for one year as of last month.

Behind the cold legal wording of the Executive Order which prolonged Mr. Terrell's Government career of 30 years, lies the saga of radio in the United States. For, when he entered the Department of Commerce in 1911 as "Wireless Ship Inspector," radio, as we know it, was the often laughed at dream of such men as Marconi and De-

MR. TERRELL

Forest. Since then, this onetime Postal Telegraph Co. "brass pounder" has seen those dreams of radio's pioneers come true and surpassed.

In 1911, as "Wireless Ship Inspector," his staff consisted of himself and the late R. Y. Cadmus. Mr. Terrell covered the East Coast and Mr. Cadmus the West. Now the Field Division of the FCC consists of 778 employes, 208 in the regular field force and 570 in the national defense unit, the latter's job being to monitor illegal and subversive broadcast operations. There are offices in all principal cities, many with elaborate monitoring stations.

Mr. Terrell, often mentioned as a logical FCC commissioner but never a vigorous aspirant, began his career in the little Postal Telegraph office in his home town of Golansville, Va., where he was born in 1871.

Successively, he was Postal's office manager at Alexandria, Va., operator in the Washington office, then traffic chief and wire chief for the telegraph company until 1900 when he joined the American Can Co. as chief of its leased wire service. After a year in this position, he rejoined Postal in Washington as wire chief, once more leaving in 1903 to take a position in the Treasury Department from where he joined the Department of Commerce in 1911.

Mr. Terrell remained with the Commerce Department, being absorbed into its radio division as the "ship wireless" grew in those early days.

In 1926, the Federal Radio Commission was created to handle the administrative functions connected with radio regulation, but the Commerce Department continued its supervisory activities and inspections. This lasted until 1932 when the Radio Division was taken over by the Radio Commission, Mr. Terrell continuing in charge. In 1934 when the FCC was created, Mr. Terrell was made head of the Field Division, his present post.

Still loyal to the Old Dominion, Mr. Terrell lives with his wife and three children in Arlington, Va., just across the Potomac from Washington. The year 1941 is a big one for Mr. Terrell, since Aug. 10 marked his 70th birthday and Nov. 6 will be his 40th wedding anniversary.

Cypress Testing

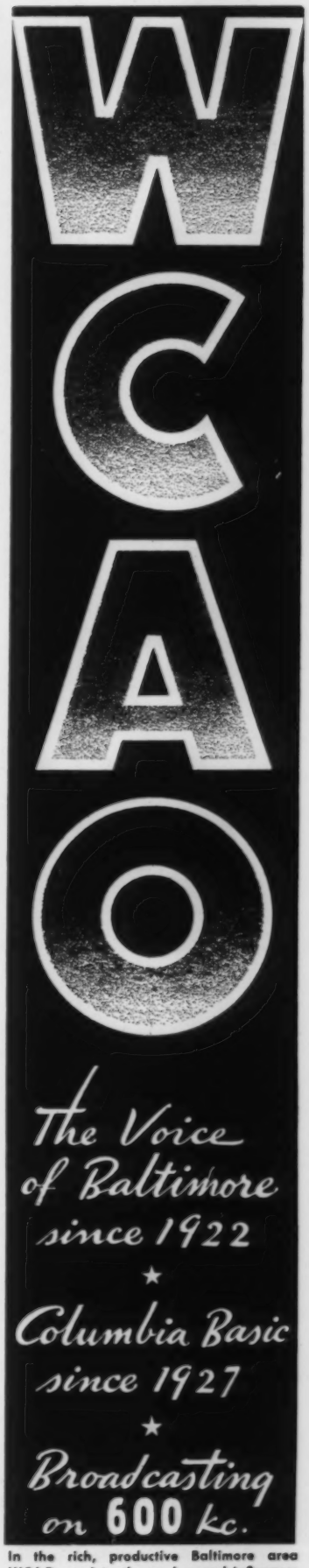
CYPRESS ABBEY Co., San Francisco (Abbey Brand fertilizer and snail poison), subsidiary of the Cypress Lawn Nursery and Cypress Lawn Cemetery Association, recently started a test campaign for its products, both new on the market. It is currently using spot announcements seven times weekly on KQW, San Jose, Cal. and 3 times weekly on KJBS, San Francisco. According to Yoemans & Foote, San Francisco agency handling the account, at the conclusion of the test campaign the list of stations will be increased, and eventually the products will be advertised nationally on radio. The sponsors, in addition to radio, is using copy in national magazines.

Damrosch Returns

FOURTEENTH consecutive season of the NBC *Music Appreciation Hour* under the direction of Dr. Walter Damrosch will open Oct. 17 on NBC-Blue Network, 2-3 p.m. (EST). The concerts, following a long-established plan, will be divided into four series. Series A and B, which will be broadcast at 2 p.m. on alternate weeks are intended mainly for younger listeners in the fourth to eighth grade. Series C and D, likewise to be heard on alternate weeks at 2:30 p.m., are intended for junior and senior high school students. As in the past, printed materials to accompany the lessons will be offered by NBC to schools and general public at minimum cost.

Cosgrove to Defense Post

R. C. COSGROVE, vice president and general manager of the manufacturing division of Crosley Corp., has been appointed a member of the mechanical household refrigerator subcommittee of the Electrical Defense Industry Advisory Committee, cooperating with the Office of Production Management and Office of Price Administration. The subcommittee will advise OPM and other defense agencies with respect to problems of the mechanical refrigeration industry growing out of the defense program.



In the rich, productive Baltimore area WCAO consistently reaches and influences the cream of your sales potentials.

Studio Tickets Given Servicemen in New York

NEW YORK broadcasters, through the New York Defense Recreation Committee, are making it possible for over 8,000 service men a week to attend radio shows originating in New York City. The committee is cooperating with the networks and local stations to provide over a 1,000 tickets a day.

In arranging for tickets for network shows originating in New York, the Committee has secured the cooperation of Ruthrauff & Ryan, Arthur Kudner Inc., Biow Co., Buchanan Co., BBDO, Benton & Bowles and Lord & Thomas. Eight New York stations, WJZ, WMCA, WINS, WNEW, WOR, WBYN, WHN and WNYC, working with NYDRC, are carrying daily announcements informing the service men of the committee and its functions.

CHML, Hamilton, Ont., announces the appointment of Joseph Hershey McGillvra as representative in the United States.

Half-Dozen Clears Would Be Duplicated In Applications Filed by 13 Stations

APPLICATIONS seeking duplicated operation on a half-dozen clear channels have been filed by 13 broadcast stations and now are awaiting FCC hearing or action, according to an analysis by BROADCASTING.

A majority of the FCC membership appears to favor duplication on clear channels, as exemplified in the recent decision in the so-called KOA-WHDH case now being litigated. This, it is generally assumed, motivated filing of the requests.

Three of the applications are for assignment on 640 kc., now occupied by KFI, Los Angeles, as the 50,000-watt dominant station. Three others are for 660 kc., the Class 1-A assignment held by WEAF, NBC key station in New York. Similarly, there are three applications for assignment on 850 kc., the KOA, Denver, clear channel on which WHDH, Boston, already has procured a fulltime grant with 5,000 watts but which now is pending in the U. S. Court of Appeals for the District of Columbia. The remaining three channels have only one applicant each.

Several Seek 640

Applying for 640 kc. are WCKY, Cincinnati, seeking its present power of 50,000 watts and using a directional. This application, however, was made contingent upon granting of pending applications of WCLE, Cleveland, and WHKC, Columbus, for frequency shifts which would provide the necessary frequency tolerance in the Cincinnati area. WOKO, Albany, N. Y., has applied for 640 kc. with 5,000 watts using a directional, while WJHP, Jacksonville, has pending an application for 50,000 watts on the frequency, using a directional.

Supplementing the application of KGIR, Butte, for a Class 1-A assignment on WEAF's clear channel of 660, with 50,000 watts, is that of KOIN, Portland, Ore., filed last week. The Portland station seeks 25,000 watts with unlimited time, using a directional, whereas the KGIR application is non-directional [BROADCASTING, Sept. 1]. A third application for assignment on 660 kc. with 1,000 watts fulltime is that of KVNU, Logan, Utah, and another is that of KOWH, Omaha, now 500 watts daytime on 660, seeking 10,000 fulltime.

KMBC, Kansas City, has pending an application for 770 kc., the clear channel occupied by WJZ, New York, key of NBC-Blue. It seeks 50,000 watts on the channel with a directional antenna.

WNYC, New York, municipally-owned station is seeking fulltime on 830 kc., the clear channel occupied by WCCO, Minneapolis, CBS-owned outlet. It seeks only 1 kw. and asks for an increase in hours of operation from daytime to 6 a.m. to 11 p.m., (EST). A hearing already has been held on this application and it awaits FCC decision. New York Mayor F. H. LaGuardia is the prime mover.

Applications pending for assignment on 850 kc., contingent on the final determination of the KOA-WHDH issue, are those of WRUF, Gainesville, Fla.; WJW, Akron, O., and WEEU, Reading, Pa. Each seeks 5,000 watts fulltime, with a directional antenna.

KDYL, Salt Lake City, has pending an application for 10,000 watts fulltime on 880 kc., the clear channel occupied by WABC, New York, key station of CBS. It specifies a directional at night.

WJJD, Chicago, now assigned to 1160 kc., the clear channel occupied by KSL, Salt Lake City, with 20,000 watts limited time, has pending an application for fulltime on the frequency with the same power but with a directional for night use.

Post for Fineshriber

WILLIAM H. FINESHRIBER, director of the CBS music department, has been appointed director of shortwave programs for CBS, effective Sept. 22. Reporting to Edmund Chester, director of shortwave broadcasting and Latin American relations, Mr. Fineshriber will prepare programs for the CBS Latin American Network of stations in Central and South America which will rebroadcast the programs shortwaved to them by CBS. Elizabeth Anne Tucker continues in charge of all CBS shortwave programs which are not designed for rebroadcast.

CBC Gives Employe Bonus

CANADIAN BROADCASTING Corp. employes will be granted a cost-of-living-bonus effective Oct. 1, according to an announcement by Dr. A. Frigon, CBC assistant general manager. Decision to give the bonus was made at a meeting of the CBC board of governors Sept. 15. The bonus will be paid to all employes and manual workers earning less than $2,100 a year, between 400 and 500 being affected. The bonus will remain in effect until April 1, when it will be reviewed.

National Polls—18 of Them—Proved Listener Preference for Programs Heard on KSD and the RED Network

KSD

In St. Louis

The Nation's Ideal Try-Out Area And the Station to Put It Over

Location favors St. Louis as the nation's logical try-out area. It is neither east, west, north or south, and under the growing stimulation of defense efforts. With star-program "firsts" on KSD, selected in 18 national polls, this station assures sponsors the desired listener preference for a conclusive try-out campaign. Inquiries invited.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Advertising of GM Continues as Usual

To Keep Name Before Public, Media Men Are Informed

R. H. GRANT, vice-president of General Motors in charge of sales, outlined to representatives of radio and other media forthcoming policy relative to advertising, at a preview of the company's defense work and new cars at nearby Milford, Mich.

Grant said the company undertook a "scientific" program of advertising ten years ago. A stated amount was set aside for advertising, whether or not the factories were operating, as a means of keeping the company name before the public. Over and above this allotment, was an unspecified amount to be spent per car sale, he said.

As Usual

"There will be no quick huddles in General Motors this year," he declared, "in which drastic action is taken in regard to an advertising appropriation. There is no anticipation of doing anything except what we have always done in the last ten years. That fixed amount will be spent and, on top of it, we will spend the amount per car that the volume brings forth, which means reasonably good-sized advertising appropriations with no sudden ideas that might be quite startling."

"On top of that," he added, "we have conserved our cooperative advertising and have fairly good reserves, so that we may be able, if we feel we need to, to piece out our advertising from those reserves if it seems to be the proper thing to do. That will, of course, depend upon how the cars move."

At the preview were representatives of all Detroit radio stations and many of those outstate, as well as correspondents of the radio wire services.

September Ratings

THE *Chase & Sanborn Program*, with Edgar Bergen and Charlie McCarthy, is shown as the highest ranking evening network program by the Hooper report for September. Check was conducted on the night of Charlie's return to the air after his summer vacation and marks the first time he has led the field since October, 1940, Hooper reports, adding that the return of name programs has been accompanied, as in previous years, by a rise in total listening. Hooper ratings for the top ten September evening programs are: Charlie McCarthy, 19.4; Walter Winchell, 18.3; Radio Theatre, 17.1; Aldrich Family, 16.3; Time to Smile, 14.6; Coffee Time, 13.9; Kay Kayser, 12.6; Mr. District Attorney, 12.3; One Man's Family, 11.6; Kraft Music Hall, 11.5.

SO WELL-RECEIVED was the song, "Cliftonia", written by Milton Kaye, WPAT, Paterson, N. J. program director, for a series sponsored on the station by the Clifton (N. J.) Chamber of Commerce that the C of C has adopted it as the city's official song.

Ruppert Heads WING Sales

RICHARD A. RUPPERT, recently of Crosley stations in Cincinnati, has been named commercial manager of WING, Dayton. For 2½ years he had been WSAI sales promotion manager and recently had been named assistant promotion director for all Crosley stations and the Crosley Latin American network, Cadena Radio Inter-Americana. He has been in radio five years and before that in general advertising work.

Mr. Ruppert

BOX FOR PRISONER
NBC Official and Red Cross Aid New Zealander

A PACKAGE of chocolates, cigarettes and other essentials is en route to a New Zealand lieutenant in a German prison camp with the compliments of John W. Elwood, manager of NBC's International Division, and the Red Cross. The good deed has been performed in answer to a letter received bearing a war prisoner's stamp on the flap of the envelope. It read:

"I am a Maori (New Zealand) officer, captured, unfortunately during the Greek campaign, April 29, and have now been in Germany over a month. Being so far from home it will probably be Christmas before I receive any parcels from there. Although of course we're being treated quite well, parcels are nevertheless very welcome. The English officers who were taken in France over a year ago have told me that the USA is the best place to have parcels sent from, as the supply of "adopters" in neighboring countries is exhausted and parcels from England are rationed. As I don't know anyone there I was wondering if you could possibly arrange for parcels of chocolate, food and cigarettes to be sent me via the Red Cross.

"You may of course be wondering why I have the audacity to write to you. As I was, prior to the outbreak of war an announcer on the staff of the National Broadcasting Service, on Station 2YA, I immediately thought of asking you if you could possibly arrange things for me.

"Your very appreciatively, H. K. Ngata, Lt.

NBC did not let a fellow broadcaster down.

R & H Beer Expands

RUBSAM & HORRMANN BREWING Co., Staten Island (R & H beer), which had been running a test campaign of participations twice weekly on *Ramona & the Tune Twisters*, on WOR, New York, last week bought the entire show, three times weekly. Decision was reached after eight announcements had brought the sponsor over 10,000 requests for the beer coaster set and bottle opener offered free to listeners. Samuel C. Croot Co., New York, handles the account.

WMAQ

The Chicago Station
Most People Listen to Most

Why?

Because it carries MORE of the MOST POPULAR PROGRAMS on the air than does any other Chicago station.

It's the station with the programs that gets the listeners — so follow the leaders and place your campaign on the 50,000 watt Chicago key station of the famous NBC Red Network.

WMAQ Chicago

SUPERIOR 8300

Represented Nationally by the NBC Spot Offices in

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

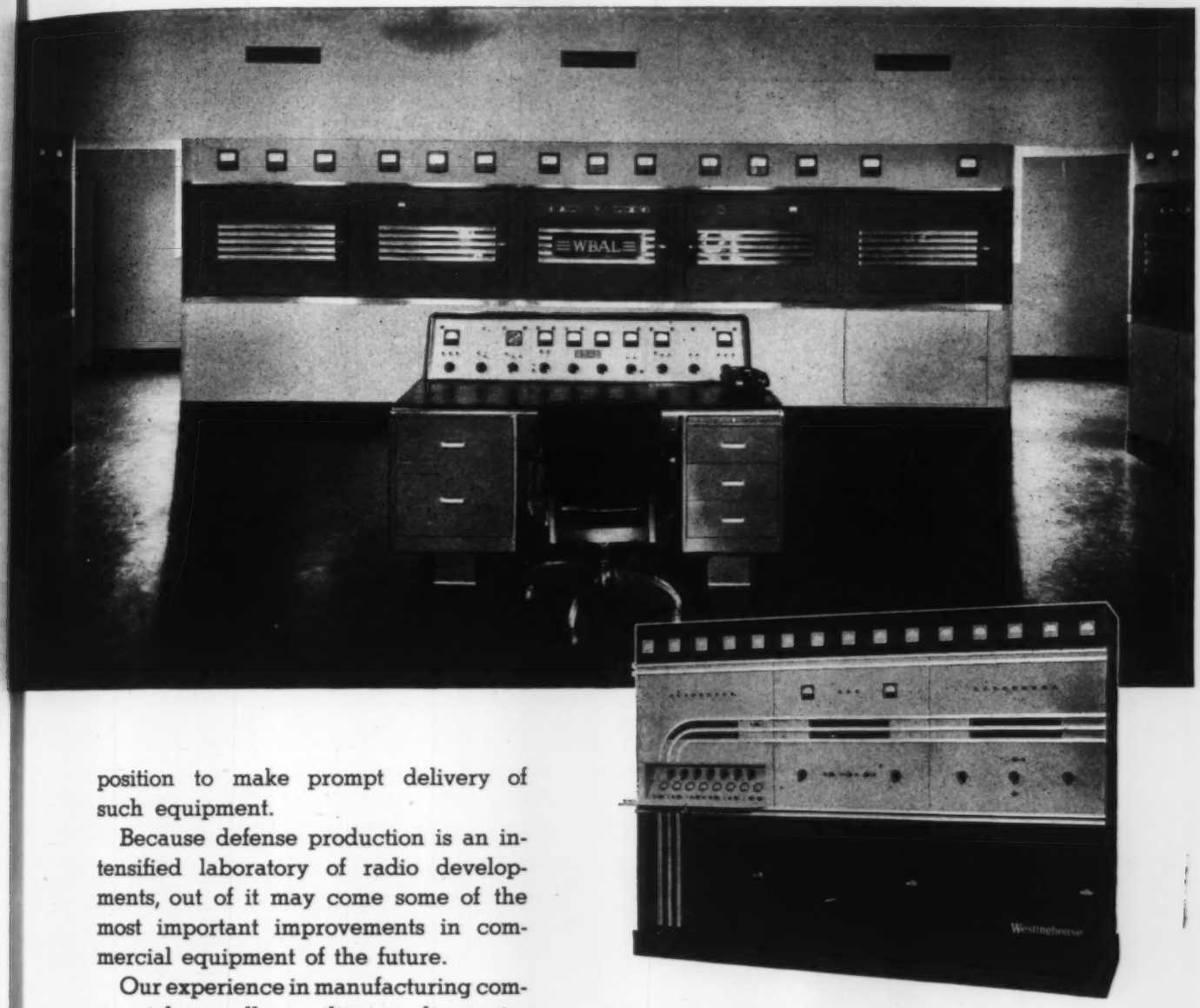
The Emergency—

and beyond

We join the nation's broadcasting stations in pledging our full co-operation to the U. S. government in the present emergency. Our manufacturing facilities have already been drafted for service. Along with it goes our station operating experience which has contributed so largely to the advanced design of our 50-HG Broadcast Transmitter.

As a means of disseminating vital information, radio today is more important than ever before. High-powered, more efficient broadcast equipment improves these facilities—and we are gratified that we already have put into service an important number of our advanced 50-HG sets—and that we are still in a

Westinghouse



position to make prompt delivery of such equipment.

Because defense production is an intensified laboratory of radio developments, out of it may come some of the most important improvements in commercial equipment of the future.

Our experience in manufacturing commercial as well as military radio equipment plus our experience in the operation of commercial broadcasting stations since the earliest days of radio puts us in a position to know the peacetime value of new developments—and to apply them effectively in meeting the requirements of commercial broadcasting.

Westinghouse Electric & Manufacturing Co.

Top—Westinghouse 50-HG transmitter in station WBAL, Baltimore, Maryland.

Above—The 5-HV for 5000-watt operation provides the same advantage as the 50-HG.

J-08038

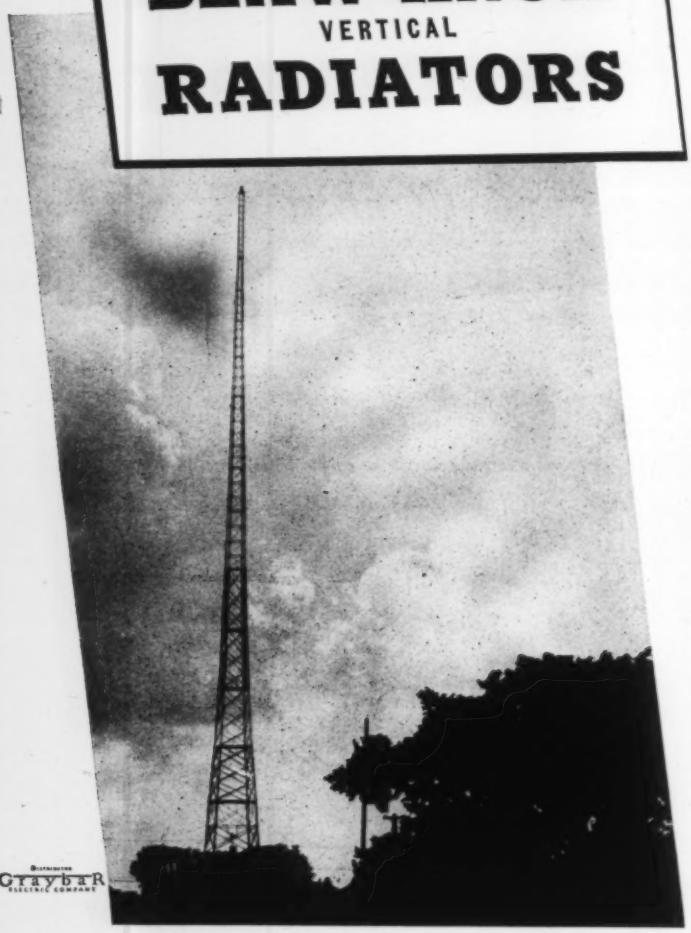
BROADCAST EQUIPMENT

3 REASONS

THE three most important characteristics of a radio antenna are COVERAGE, STRENGTH, APPEARANCE. In all three the highest rating goes to BLAW-KNOX Vertical Radiators. Their wide coverage makes them more profitable, their greater structural strength cuts maintenance cost, their clean lines lend distinction to a station. We'll gladly explain more fully why these three superiorities are your three best reasons for using BLAW-KNOX Vertical Radiators. Write or wire.

Blaw-Knox Division of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS



Los Angeles, Milwaukee And Philadelphia Given New Television Outlets

COMMERCIAL television facilities in Philadelphia, Los Angeles and Milwaukee were authorized last Tuesday when FCC issued construction permits to Philco Radio & Television Corp., Earle C. Anthony Inc. and The Journal Co., publisher of the *Milwaukee Journal*.

The Philadelphia grant to Philco was for Channel No. 3 (66,000 to 72,000 kc.). The new station replaces Philco's former experimental station, W3XE, which has been operating commercially under a special authorization using the call letters, WPTZ, pending the granting of the new commercial television facilities.

Earle C. Anthony Inc. licensee of KFI and KECA, Los Angeles, who also was issued a construction permit for a Class C FM station at the same meeting (see page 52), received the Los Angeles video construction permit. Channel No. 6 (96,000 to 102,000 kc.) was assigned. Completion date was set for Jan. 15, 1942.

The new Milwaukee station was authorized to The Journal Co., licensee of standard broadcast station WTMJ and its FM adjunct, W55M. The grant was for use of Channel No. 3 and was subject to certain engineering requirements with completion date set for Oct. 27, 1941.

Noted Concert Numbers Orchestrated by BMI

BMI ARRANGING department has made special orchestrations of the best known movements of famous symphonies and concertos, scoring them to be played by musical units of 6 to 100. This makes available to broadcasters much music they had passed up as calling for larger musical aggregations than they had, as music is crosscued so the parts originally scored for instruments not present in smaller units are picked up by others.

BMI has announced completion of contracts for performing rights of music published by nine publishing firms: Avalon Music Publishing Co., Dr. Ralph Bernatzky, Beverly Music Co., Al Bourne, Garrick Music Publishers, Horoscopes in Song, J. & J. Kammen Music Co., Latin-American Music Publishing Co. and Trinity Publications.

New SESAC Guide

SESAC, New York, has issued a 28-page music guide listing some 200 different types of music and the SESAC-affiliated publishers from whom this music is available. Explaining in a foreword its method of serving the radio industry, SESAC states that the wisdom of its policy is proved by the fact that it "now has long-term licenses with nearly 800 commercial stations in the United States, a greater number than any other organization has ever had in radio history." Booklet also contains reproductions of letters from broadcasters congratulating SESAC on its tenth anniversary this year.

CALL LETTERS for recent new station grants have been assigned to KTTS, Independent Broadcasting Co., Springfield, Mo.; KPAS, Pacific Coast Broadcasting Co., Pasadena, Cal.; KWKW, Southern California Broadcasting Co., Pasadena.

SKYWARD went the second tower for the new KGW, Portland, directional antenna as the derrick eased the first piece of the 625-foot structure into place. The tower, which will shield KTAR, Phoenix, will accommodate KGW's power increase to 5,000 watts at night. Harry Singleton, KGW chief engineer, has announced the new antenna will be ready by Oct. 30.

BMI SENDS CHECKS FOR THREE MONTHS

BMI last week sent checks to its composers and affiliated publishers in payment for performances on BMI stations during the three-month period ended June 30, 1941. More than 1,000 composers and nearly 300 publishers received checks, ranging from $1 to $4,000. Payment was based on a rate of 2c a performance for BMI composers and of 4c a performance for publishers who compensate their own composers. These rates are twice those originally established by BMI and agreed to by writers and publishers.

In checking the performances for the quarter to arrive at the amount of payment due each writer and publisher, BMI tabulated more than 3,000,000 performances. This means that the stations which are BMI subscribers performed, in addition to public domain music and to ASCAP music for those who have both BMI and ASCAP licenses, an average of about 1,000,000 BMI tunes each month.

The most popular BMI tunes for the quarter, as measured by the number of times each was broadcast (network broadcasts counted as one for each station carrying the program), were: "My Sister & I" with 49,603 station performances; "Do I Worry?", 47,405; "Walkin' By the River," 46,843; "Wise Old Owl," 44,782; "Things I Love," 39,704; "Because of You," 35,858; "It All Comes Back to Me Now," 33,269; "Oh Look at Me Now," 30,493; "Just a Little Bit South of North Carolina," 29,547; "You Walk By," 29,501; "No. 10 Lullaby Lane," 29,457; "Hut Sut Song," 29,259.

Sydney M. Kaye, executive vice-president of BMI, said the phonograph record business this year, based almost entirely on BMI hits, "is not only double the business in 1940, when it was based entirely on ASCAP hits, but is the highest business in the record of that industry. If the public likes the music enough to go out and buy it in greater quantity than ever before, it is not annoyed at having to listen to it."

New Rating Asked In Appeal to SPAB

NAB Submits Requirements of Broadcasting Industry

IMPROVED priority rating for the broadcasting industry, covering material requirements for maintenance of equipment as well as new construction, was asked Sept. 16 in a letter brief filed with Donald M. Nelson, executive director of the new Supply Priorities & Allocation Board. The brief was prepared by the NAB.

Material requirements for the industry in 1940 were presented in detail by the NAB. On the basis of these data the SPAB was asked to provide a better classification than the A-10 rating announced the week before [BROADCASTING, Sept. 15].

Grand total for all material in 1940 was only 4788 tons, the broadcast survey revealed. Of this, 297 tons were required for repair and 4,491 tons for new construction.

It was felt the comparatively trivial needs of the industry, in view of its enormous impact upon the American public as well as foreign nations, would provide an impressive argument for SPAB consideration.

The industry's material needs were discussed in detail Sept. 10 by representatives of manufacturers, who met in Washington at the invitation of NAB President Neville Miller. [BROADCASTING, Sept. 15].

Approaching Critical Stage

While there have been few reported instances of any silencing of stations because of material shortages, the situation is said to be approaching the critical stage where minor lack of materials would prove crippling to individual operations.

Indicative of the surprisingly small amount of metal required is found in the fact that one year's supply of vacuum tubes consumes a total of only 25 tons of material, of which copper and glass are by far the largest items.

Among more important materials required for a year by the industry are (in tons): Aluminum 26.3; copper 422.2; brass and bronze 63.8; regular steel 3,752.9; silicon steel 74.4; iron 189.5; nickel, tungsten and chromium alloy steels 3.79; alnico metal 5; permalloy steel 7.5; fernico .088; zinc 100; lead 28; nickel .398; nickel silver .398; tungsten 1.189; glass 6.788; nichrome wire 1.8; tin 3.7; steatite 26.3; insulating material 11.1; plastics 5.11; compounds 18.5; paints and finishes 25.36; cadmium 1.91; cobalt .74; molybdenum .94; magnesium .37; monel 7.69; beryllium-copper .367; carbon or graphite .936.

Besides these, minor amounts are required of strontium, barium, quartz, invar, lava, mycalex, mercury, barium-strontium carbonates, silver solder, tantalum, mica, alumina and gold.

Remote Since 1928

REMOTE WIRES from radio stations to night clubs and dance arenas are usually plugged in and out within a month or less as the stations follow the top dance bands from one night spot to another. Recently, however, a WOR engineer thumbing through his lists found one wire which had been in constant service 13 years. The lists showed that the line was plugged in to the Hotel Astor on June 25, 1928, and that the man who did the work was the young WOR engineer, John B. Gambling, now WOR veteran announcer.

New York Local Seeking To Restrict Recording

PROTESTING the competition of recorded music with live musicians in the broadcasting field and recommending that steps be taken to control the situation in the interests of union musicians, the New York local (802) of the American Federation of Musicians has instructed its attorneys to prepare a brief which the local's officers will present to the AFM international executive committee at its next meeting. Committee will meet in Chicago in the near future, with the date tentatively set for Sept. 30.

Recommendations will be in line with those advanced at the AFM national convention last June, where a number of resolutions aimed at the curtailment of complete elimination of recorded broadcasts were adopted by the delegates and referred to the executive committee for action.

It is believed unlikely the AFM will take legal action to control the broadcasting of records, following failure of the National Assn. of Performing Artists and RCA to establish their rights to such control. AFM could, of course, forbid its members to make any recordings at all, either transcriptions or phonograph records, but it is considered more probable that union executives will seek a compromise plan.

KTRN Power

KTRN, Tacoma, Wash., which received its construction permit last May 7 from the FCC with the stipulation that the permitee specify either 500 or 1,000 watt operation on 1430 kc., last Tuesday was granted a modification of its construction permit to use the 1,000 watt power day and night with a directional antenna. Licensee is Michael J. Mingo, former newspaper editor and executive, who was authorized to construct in Tacoma simultaneously with issuance of a construction permit to KTBI, Tacoma, in one of the Commission dual "survival of the fittest" grants [BROADCASTING, May 12].

A NUMBER of the many and varied uses of radio in military and civil defense will be demonstrated during the Civilian and National Defense Expositon to be held in the Grand Central Palace, New York, Sept. 20 to Oct. 18. Both the Army and Navy are planning exhibits of their equipment.

Here's how to insure a well-equipped "AIR" attack for your station...

GATES DYNAMOTE

PORTABLE REMOTE AMPLIFIER

for every "out of studio" pick-up!

Outstanding in Price - Performance - Portability

Get ready—go anywhere and pick up anything from football games to symphony concerts! Remote programs will bring added revenue and listeners to your station and with this popular portable remote amplifier it can be accomplished at very low cost. The dependable, brilliant-performing Gates Dynamote is adaptable to 90% of the remote programs that go on the air . . . and with its three inputs, mixing three microphones, any type of remote set-up comes within its scope. Small in size, light in weight, but rugged in design, the Dynamote together with its small Power Supply Unit is carried compactly as one in its own sturdy carrying case.

More than 1200 GATES DYNAMOTES & Remote Conditioners Now in Use, including—

KDKA	WGN
WTIC	WBZ
WFBM	KFXJ
WOWO	KYW
WIRE	WLTH
WNOE	WJMS
KVAN	WHB
WTAR	WDBC

WRITE OR WIRE TODAY

for detailed technical information and low prices.

Place your order now to enable you to start your Fall season off in a big way!

GATES REMOTE CONDITIONER

A complete A.C. operated Remote Amplifier, popular for sports and man-in-the-street programs where only one microphone is necessary. Power supply, high gain amplifier and input transformer all in one case without any trace of hum. Made for use with dynamic and velocity or inductor microphones. No other equipment can compare with it in quality, size, low cost and simple design.

GATES RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U.S.A.

"The Proven Line"

How Radio Tells the Defense Story

Industry Cooperating With Government In Program

SINCE President Roosevelt solemnly warned on May 16, 1940, that the nation was in international danger and called for united support to rearm and make this country the arsenal of democracy, millions have heard by radio how the national emergency is being met. And the number of defense programs has grown steadily since, reaching a high mark this summer when the Treasury sponsored an elaborate one-hour program once-a-week to increase the sale of defense bonds.

Oldest of the weekly defense programs is *Defense for America*, a half-hour broadcast heard over NBC-Red with the cooperation of the National Association of Manufacturers which has just completed a half-year of reporting on production of basic defense industries and has been indefinitely continued by NBC and NAM with the cooperation of the Army, Navy and Air Corps.

With a minimum of dramatics and theatrical fanfare, *Defense for America* has gone inside closely-guarded factories and plants each Saturday night to tell how American industry was accomplishing the impossible. Other media—the newspapers, magazines, motion and still picture services—had failed in that none of them had informed its audience so completely about industry's role in defense.

Radio's description of tank construction is an example. The broadcast was the fourth of the series and it came one year after the first tank had rolled off the assembly line of the American Car & Foundry Co. Plant at Berwick, Pa., one of the locales for the program. Delivery of the first tank had been accompanied by the usual publicity—stories in newspapers, pictures and statements by government and industrial leaders.

But until radio invaded the plant, none who had heard of American Car's making light tanks had realized that this plant had made vast changes in its operations—that into every small tank went 8,000 pounds of armor plate that was being manufactured on the ground, not only for local use but for other companies making tanks.

Employe Loyalty

A nationally known weekly magazine had taken pictures showing American flags hanging from the rafters of the plant, but it remained for radio to explain the true significance of this. The story was told by Ralph McAfee, 250-pound foundry plant worker, who told the radio audience that 48 flags were bought by the workers and hung in the shop because "we decided we wanted to show our colors and that we fellows here in the foundry were backing Uncle Sam 100%."

Another example of radio's value as the best means to tell how defense was going ahead was during the broadcast about the cotton and woolen textile industry. The program originated at a cotton plantation in Georgia, continued at a cotton textile mill nearby and at a woolen mill in Massachusetts.

It was while the situation in the Far East was becoming more acute and while industrial and Government leaders were warning that possible shortages of vital defense materials was possible, among these, silk, necessary for a score of defense purposes including parachutes.

When the script writers were studying the cotton textile industry they found the Callaway Mills of LaGrange, Ga. had developed a cotton cording that was being used in parachute harnesses. The process was a secret; its importance in view of the possible silk shortage was immense. This was emphasized in the broadcast from the mill and elaborated upon by Capt. Bi

NOT ONE BUT TWO contracts are being signed by Walter Wade president of Wade Adv. Agency Chicago, on behalf of Miles Labs Elkhart (Alka-Seltzer and One-A-Day vitamins). Mr. Wade is applying the ink to a contract which puts *Lum 'n' Abner* on 51 NBC-Blue stations four times a week starting Sept. 29. E. R. Boroff, sales manager of NBC-Blue Central Division, holds a 52-week renewal contract for the weekly half-hour Quiz *Kids*. The big smile in the background belongs to Bob McKee NBC-Blue salesman on the account. Programs now sponsored by Miles on NBC total 3¾ hours a week.

PITCHIN' YOUR TENT IN ASHCAMP (Ky.)?

If you're on the march for bigger business, Ashcamp (Ky.) ain't exactly the best place to pitch your sales tent! What *you* want is the Louisville Trading Area — Kentucky's super-deluxe camp-site! 1,331,000 people! 55.6% of the state's income tax payers! 33% *more* effective buying income than the rest of Kentucky *combined!* And it costs so little to cover the *whole* Area with WAVE (the *only* NBC Basic Red Network outlet within 100 miles!), you'll be wanting to camp here a long, long time! Send for *all* the dope — today!

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Ryder, West Point graduate in charge of parachute troop training at the Army's school at Fort Benning, Ga.

Authentic Background

The series was envisioned by NAM, whose 8,000 members, large and small, are located in every part of the country. The plan was that every broadcast would originate in a plant representative of a basic defense industry to tell how defense production was being accomplished.

Graham McNamee was to be the only name performer and music was to be supplied by bands and orchestras made up of employes of the company from which the program was originated.

The noises were to be real factory sounds and the "actors" were to be real factory workers.

NBC-Red cleared time from 7 to 7:30 p.m. (NYT) every Saturday night and the series opened last Washington's Birthday at Cleveland with a report on the machine tool industry. Now upwards of 90 stations, including WNBI and WRCA, shortwave stations that send the broadcasts weekly to South America and Europe, are carrying the programs.

Strictly observing the rule of no professionals and no studio artificial sound effects, the broadcasts have originated in all parts of the country and at factories making such vital war materials as tanks, automotive equipment, shells, aluminum, steel, rubber, small arms, airplanes, mosquito boats, submarines, heavy electrical equipment and a half-dozen other basic defense products.

One broadcast described the York Pooling Plan, whereby the medium-sized town of York, Pa., catalogued all its available machine tools and skilled men so that none was idle when the defense drive began in earnest.

Good Mail Response

Another program told how the manufacturers of printing equipment had switched from their normal peacetime operations to the making of gun fire control instruments, anti-aircraft and tank guns and machine tools for factories without the facilities to manufacture their own tools.

Mail response to the series has been heavy since the first broadcast. It has come from school teachers, CCC camp educational directors, workers and representatives of management who have appeared on the broadcasts, ministers, housewives, mothers, daughters, brothers and sisters of men and women who have explained their role in defense.

The Fulton Lewis jr. *Your Defense Reporter* series, heard Tuesdays from 10:15 to 10:30 (NYT) over 136 MBS stations, was an outgrowth of the NBC series. That series, now ending its first quarter-year, is also broadcast with cooperation of the NAM. The Washington radio commentator travels each week to a plant engaged in making a defense material that is currently in the news. An example was the program on destroyers from the Bath Iron Works at Bath, Me., which occurred while news of the battle of the Atlantic was currently "hot."

Your Defense Reporter has covered industries not normally recognized in the defense drive and the lesser known small companies that are manufacturing material of vital importance. An example was a broadcast from Marion, Ind., where a dozen or more small companies are working on defense orders. The program originated from the Delta Electric Co., whose 500-odd employes are working day and night and seven days a week on making non-destructable lights for submarines and naval craft and other little known but highly important defense products.

Juveniles

MORE proof that the radio is a young man's industry! WLAG, LaGrange, Ga., claims it has one of the youngest staffs in the country. Average age of all personnel is 20½ years. Edwin Mullinax, general manager, is the graybeard at 24. Youngest is John Boggess, program director, 19.

Douglas Oil Spots

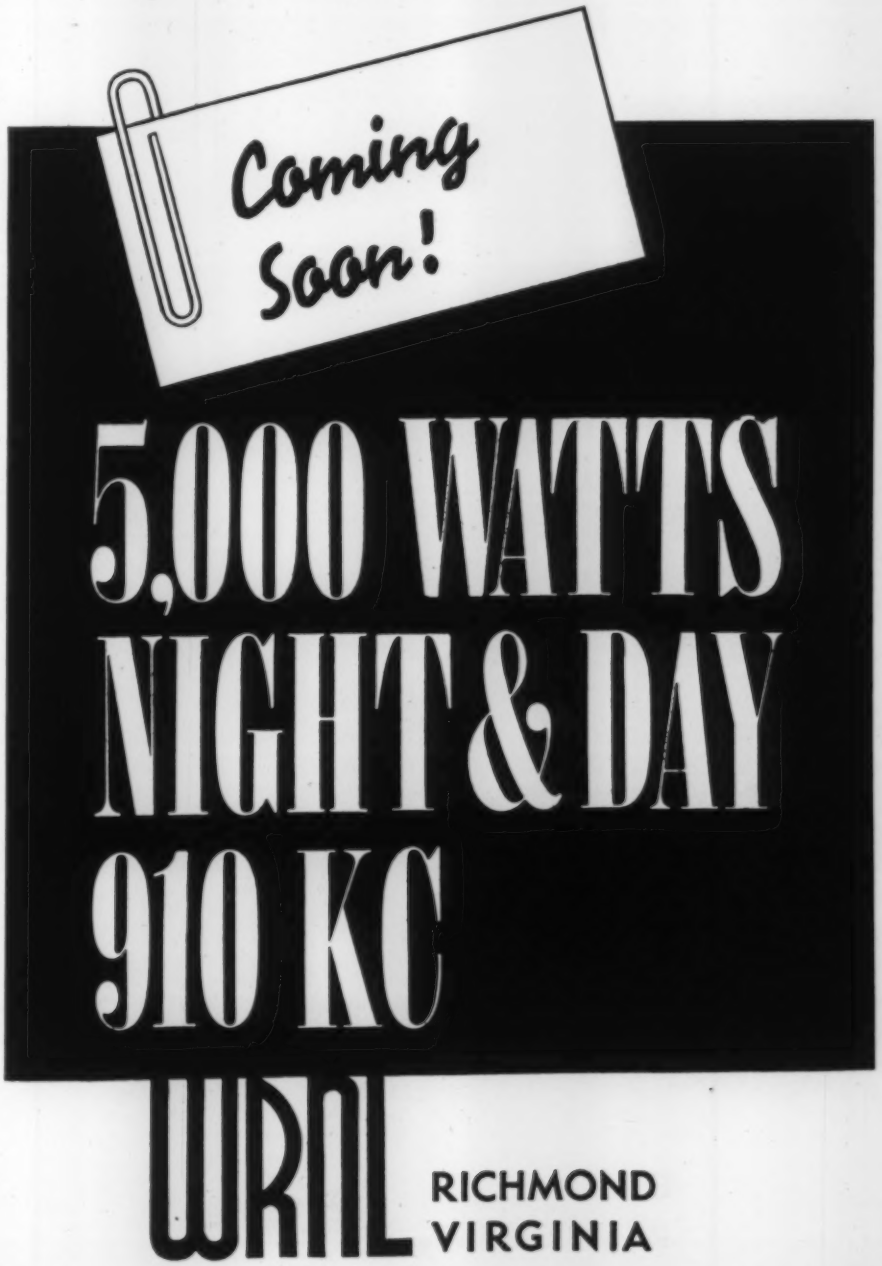
DOUGLAS OIL & REFINING Co., Los Angeles, supplementing its West Coast spot announcement campaign, on Sept. 11 started a six-weekly quarter-hour newscast on KRKD, that city. Contract is for 13 weeks. Spot announcements are being used on KIRO KJR KMO KELA KIT KVOS KPQ KNX KHJ KMPC KFAC KFXM KXO KTKC KWLK KEVE. Agency is H. W. Kastor & Sons, Chicago.

Cook Book Discs

CONSOLIDATED BOOK PUBLISHERS, Chicago (cook booklets), the week of Sept. 22 starts sponsorship of *The Meal of Your Life* a transcribed half-hour series on 100 stations throughout the country. Guests of honor are asked about outstanding meals and the incidents are dramatized. Among guests for the first program are Elsa Maxwell, Gertrude Lawrence and Sheila Barrett. Contracts are for 13 weeks with possible extensions. Discs were cut by WBS. Agency is Kermit-Raymond, that city.

Receiver Sues ASCAP

HARRY M. PROPPER, recently appointed receiver in the United States for AKM, Austrian affiliate of ASCAP, last week filed a $150,000 suit against ASCAP in the new York Supreme Court, seeking to collect for former AKM members now in this country royalties allegedly due them for American performances of their works.



5

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CBS . . . FIFTY CA

NEWSCASTERS!

THE COMPLETE WIRES OF UNITED PRESS

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Pandora's Box

BROADCASTERS won a brilliant and wholly just victory in scuttling the discriminatory 5-15% advertising tax in the now revised version of the Defense Revenue Bill. But even before that vital goal was achieved, talk erupted in favor of a substitute "franchise" tax, as a sort of halfway measure. Peculiarly, we think, it had support in some industry quarters.

In our judgment a franchise tax, to defray the cost of regulation or for any other purpose, is just as vicious as a tax on advertising. It is a discriminatory tax. It would be an admission that a license to operate a broadcast station or a telegraph company or a point-to-point station constitutes a gift from the Government for which the licensee should pay.

Such a franchise tax would not give the licensee a vested or property right, as some are led to believe. Certainly the trend of regulation has been in exactly the opposite direction. That sort of reasoning, we believe, is poppycock, unless and until Congress itself writes such a provision in the law.

Railroads pay no special franchise taxes for their rights of way, or for support of the ICC. Airlines use the public domain airways, but they pay no special excise for the privilege. Nor do boats plying the sea-lanes. Then why radio?

It requires more than a license to operate a station in the public interest, or to make a reasonable profit. That would presuppose any Tom, Dick or Harry, with a license from the FCC would have his fortune made, irrespective of initiative, enterprise, background or experience. The some 300 stations in red-ink attest the reverse.

Moreover, a franchise tax would strike at every licensee, irrespective of whether his operation makes money. It would not adhere to the precept of taxation according to the ability to pay.

Taxes today are the highest in history. The war bill will increase levies next year and the next. Procedures are established for taxation, and radio, along with the nation's whole economic fabric, pays according to income. Even now a new and higher tax bill is in the making, what with another six-billion-dollar defense appropriation coming up.

The broadcasting industry should not be singled out for any sort of special or franchise tax. There isn't any justifiable basis for making it a sort of fiscal guinea pig. And a franchise tax, we feel, would open a Pandora's box to plague commercial radio forever.

Radio's Goal

THIS WEEK, National Independent Broadcasters holds an extraordinary convention in Chicago. Talk of a rump movement to break away from the NAB and "network domination" is rampant. And there are plenty of issues—copyright, the chain-monopoly report, national defense, priorities, and now a revival of the Music Czar Petrillo's "made work" and reprisal tactics in pulling the plug on network dance-band remotes and possibly studio bands.

No one will gainsay the right of NIB, or any group, to hold a special convention anytime and anywhere, if broadcasters want to foregather for discussion of industry problems. Similarly, there may be justification for unfavorable reactions to activities of the NAB along certain lines. Certainly there was ample evidence of that in some quarters at the lamented Debacle of St. Louis last May.

But we think it would be a calamity to split the industry into opposing camps, neither of which might be strong enough to do an effective job in the most critical period in this and every other industry's history. Broadcasters should never lose sight of the "divide and rule" strategem. They must determine for themselves whether outside influences, which on the long pull are far from friendly to commercial radio, are inciting such a schism.

There is nothing sinister or wrong about independent broadcasters getting together for their own self-preservation and betterment. That's what trade associations are for. Radio must have a strong, united trade association, whatever its name. The NAB has been and today is the industry's rallying post. If the industry's body politic feels it requires alteration in structure, scope or personnel, there is a time and place for it. It is *their* trade association. It can be called NAB, NIB or the League for the Preservation of Low Kilocycles and High Watts. Its objective would be unchanged.

Before any rash moves are made, there should be some clear-thinking and cool-headed study. There must be leadership, sound and strong. And there must be the enthusiastic support of a substantial industry majority. There must be the *independent judgment* of the industry's majority, unaffected by outside influences.

Anything short of that might be industry suicide.

They Say...

IT WAS James L. Fly, chairman of the FCC, who assumed that Congress had delegated power to intimidate and coerce the radio networks, and if Congress really has such power over what is broadcast over the radio it is natural for the man who is chairman of the all-important committee in the Senate to want to exercise that power first hand . . . The same thing is about to happen to certain newspapers owning broadcasting stations. Unless they toe the mark in the use of their radio stations the licenses may be taken from them. The FCC under Mr. Fly has already done what Mr. Wheeler is doing to the movies, namely to find out what the attitude of the newspapers is toward radio news and other matters that heretofore have been considered immune from interference under the Bill of Rights of the Constitution. Presumably unless some of these newspapers which own broadcasting stations curry favor with Mr. Fly or Mr. Wheeler they will find themselves losing their franchises.—DAVID LAWRENCE, columnist, Sept. 15.

A STUDY of those three media of public expressions (pictures, radio and press) reveals a curious fact: First to appreciate the deep determination of the American people and to respond to it has been the motion picture industry . . . second has been the radio, an industry wise beyond its years in its understanding of popular feeling; third, but rapidly catching up with the other two, the press, and we can leave it to the press itself to explain why it elected to be the laggard . . . While providing as much time for the dissenters as they can use, radio is doing its part in the defense program every day in every other way. Merely producing the programs the people want to hear, says radio.—Lowell Mellett, director of the Office of Government Reports, in the September *Atlantic Monthly*.

Thirty Years in Radio

THIRTY years ago radio regulation began. When William D. Terrell, at the ripe age of 40, was named "wireless ship inspector" there was none so bold or foolish, even in the wildest flight of imagination, to predict the development of radio to its present state. Then "Bill" Terrell, known to every oldtimer in the craft, had a staff of exactly one. He was chief "wireless cop," and inspected, supervised and directed all such activity. Licensing hadn't even been thought of, and it was nearly a decade before the first "wireless" station, precursor of the broadcast station, took the air.

Today Bill Terrell, at 70, is still radio's chief traffic cop. He is chief of the Field Division of the FCC, which has a huge force—208 in regular inspection work and 570 in the recently created national defense unit. The other day President Roosevelt promulgated an Executive Order exempting Mr. Terrell from automatic retirement for another year—because Mr. Terrell isn't ready yet to operate less than the full broadcast day.

In the twilight of his fulsome career—practically all of it devoted to radio regulation—Mr. Terrell can look back upon a generation well-spent in the public interest and welfare. All in radio, from the grizzled veterans of the brass-pounding era to the youngsters riding the gains, felicitate Mr. Terrell on his 30th radio anniversary.

We Pay Our Respects To —

GEORGE CLARKE CHANDLER

LIKE others who have gone into broadcasting, George Clarke Chandler was a radio service man and set builder in the early days of broadcasting. Today he is owner of CJOR, Vancouver, a major station in Canada's third largest city. Active in Canadian broadcasting affairs, he is president of the Western Assn. of Broadcasters and vice-chairman of the board and chairman of the technical committee of the Canadian Association of Broadcasters.

George Chandler was just 20 years old when he acquired the nucleus of today's CJOR. He had started in the new field of radio set building as soon as he was through with school, and while engaged in completing one service job heard that CFXC, a 50-watt station in nearby New Westminster, was for sale. He went straight to the owners of the small station. While more mature business men cogitated on acquiring CFXC, young George took an option and within 24 hours had closed the deal. He was now owner of a broadcasting station as well as a radio service shop. That was in the spring of 1926.

Young George had been living in Vancouver for nearly two years when he bought the station. He decided that Vancouver offered more opportunities for a broadcasting station of 50 watts than did the town of New Westminster. The Canadian Government offered no objections, and he was permitted to move the transmitter to the outskirts of Vancouver and to change the call letters to CJOR. Had the officials at Ottawa known that a 20-year-old owned the station, George thinks they may not have been so helpful.

A technician, George Chandler made the most of the equipment he had bought, and set out to make CJOR an important voice in the radio spectrum which he shared for the Vancouver area with six other stations, even to sharing time with some of them. In 1928 he was granted permission to use a frequency fulltime and given a power increase to 100 watts. Three years later the station went to 500 watts, and since 1933 has occupied its present frequency. Another power increase came last year when the station went to 1,000 watts.

George Chandler was born at Caledonia, Ont., March 18, 1906. His family moved to the new West shortly after his birth, and he spent his early years on the prairies of Saskatchewan and Alberta, moving ever westward till in 1924 he landed in Vancouver, where he has lived ever since to become one of its leading citizens.

His major contribution to the Canadian broadcasting industry is his early insight into the necessity of a united effort by Canadian broadcasters. He has been an advocate of industrial cooperation practically since the day he bought the 50-watt station, has found time to do a great many chores for the industry. He took the first big step in 1931 when he travelled to Toronto to attend the meeting of the infant CAB, a costly trip for a young man who had to build a 500-watt transmitter in a highly competitive market at the beginning of the depression. He became a director of the CAB at that meeting, went back to Vancouver, could not by mail persuade enough of the stations to keep the CAB going as the depression set in on the industry. When in 1934 the CAB was re-born under Harry Sedgwick, CFRB, Toronto, George Chandler again came out of the West to be elected a director of the new CAB.

Meanwhile, in western Canada the stations had not been idle. They had formed a Western Association of Broadcasters, and George Chandler became an active member, a director for a number of years and later president. It was a service he undertook for the western stations in connection with the reallocation of frequencies and station locations for the Havana Treaty which brought him in contact with the Canadian Government as the technician of Canadian broadcasters. When the CAB had to present the case of all Canadian broadcasters to Ottawa in connection with Havana Treaty assignments, George Chandler was called on to do the job. His bulging brief case full of charts, reports, curves and technical data, became a common sight as he commuted by plane between Vancouver and Toronto and Ottawa during the latter part of 1940 and early part of 1941. As chairman of the CAB technical committee he smoothed out many of the reallocation difficulties for Canadian broadcasters with Ottawa officials before they went to Washington for the international sessions.

Aside from the profitable operation of CJOR, George Chandler's main interests in broadcasting in recent years have been in the technical and economic fields of the industry.

In 1939 he married Marie Ellingboe of Minneapolis and their honeymoon took them on a grand circle tour of Canada and the United States, including numerous calls on broadcasting stations. In his spare time George Chandler is an ardent amateur photographer, plays golf, attends meetings of the Vancouver Kiwanis Club and the Vancouver Board of Trade. During the hunting season he takes leave to shoot big game in the mountains of British Columbia.

Personal NOTES

WILLIAM VON ZEHLE, formerly in talent sales division of WINS, New York, has been appointed West Coast radio department manager of Music Corp. of America and is headquartered at 9370 Burton Way, Beverly Hills, Cal. He succeeds Walter Johnson who recently resigned to become representative of Motion Picture Relief Fund on the CBS *Screen Guild Theatre*.

CAPT. ELLIOTT ROOSEVELT, son of the President and former president of Texas State Network, who joined the Army Air Corps last spring as a specialist reserve, serving first at Wright Field, Dayton, then going with the president on his voyage to meet Prime Minister Churchill and thence proceeding to London, on Sept. 13 reported at Kelly Field, Tex., for a course in navigation.

M. E. (Bob) ROBERTS, formerly manager of KYA and KTAB (now KSFO), San Francisco, is presenting a two-hour nightly transcribed dance program on KQW, San Jose, Cal. Program has participating sponsors. Roberts is also in the advertising business on the San Francisco peninsula.

DON BASSETT, formerly radio director of James Fisher Co., Toronto, has joined Radio Centre Ltd., Toronto, transcription firm, as general manager. Previously he had served four years with Northern Broadcasting & Publishing Co., at stations in Northern Ontario and as Toronto representative of this group of stations. He started his radio career with CJCS, Stratford, Ont. Radio Centre has moved to 74 Wellington St., West.

FRANK DURBIN, salesman of KLZ, Denver, is in the Cheyenne, Wyo., Veterans Hospital for an operation.

RON FRASER, has joined CJLS, Yarmouth, N. S., as publicity and promotional director.

FRED G. HARM, of the sales staff of WJJD, Chicago for five years, has been appointed station sales manager by Ralph H. Atlass, president. Mr. Harm, 30, has been in radio for ten years, and was at one time advertising manager of the Kremola Co., Chicago.

CHARLES LLOYD, acting manager of KLX, Oakland, Cal., and Mrs. Lloyd suffered painful injuries recently when their auto was side-swiped by another car.

JACK COWDEN, sales promotion manager of KSFO, San Francisco, recently was transferred to CBS station relations department in New York. Isobelle Goldthwaite succeeded him at KSFO.

JOSEPH McCUAN, formerly with KYOS, Merced, Cal., and previous to that with Hearst radio stations in the East, recently was added to the KYA, San Francisco, sales staff as account executive.

DR. JAMES ROWLAND ANGELL, public service counsellor of NBC, will be chairman of the opening session of the Chicago School Broadcast Conference to be held Dec. 3-5.

TOMMY STONE, son of Peggy Stone, station relations director of International Radio Sales, enters Clemson College as a freshman this fall.

ARTHUR WEILL, assistant comptroller of WHN, New York, recently married Ruth Phillips of Brooklyn.

HAZEL RYAN, treasurer and assistant manager of KRKD, Los Angeles, has taken an extended leave to spend the winter in New York, and as representative of the station will contact agencies for national business. Pearl Vorhees, for several years station bookkeeper is taking over many duties formerly handled by Miss Ryan.

PAUL H. RAYMER, head of Paul H. Raymer Co., station representatives, has returned to his Chicago headquarters following a semi-annual visit to West Coast branch offices. Accompanying him was Pierce Romaine, New York executive of that firm.

J. L. VAN VOLKENBURG, assistant vice-president of CBS, Chicago, has been appointed chairman of the advertising committee of the Chicago Community Chest Drive.

W. B. QUARTON, commercial manager of WMT, Cedar Rapids, Ia., and Mrs. Quarton recently adopted a 10-month-old girl. Don Inman, Waterloo studio manager of WMT, also has adopted a girl.

ROBERT MacKENZIE has resigned as manager of WCMI, Ashland, Ky., to accept a new unannounced position. Warren Davis, WCMI business manager, is acting manager.

VAUGHN A. KIMBALL, advertising manager of KGNO, Dodge City, Kan., recently married Audrey LeCrone.

F. E. FITZSIMONDS, manager of KFYR, Bismarck, N. D., on Aug. 24 married Nell Stearns.

JOHN CALDWELL, formerly advertising manager of the *Poultry Supply Dealer*, a subsidiary of the *Prairie Farmer*, has joined the sales staff of WMBD, Peoria.

R. CROTTY, commercial manager at CKGB, Timmins, Ont., for the last three years, has joined the sales staff of CKWX, Vancouver.

Balthrope Heads ABC

CHARLES BALTHROPE, formerly commercial manager of KTSA, San Antonio, has been named manager of KABC, same city. Mr. Balthrope's appointment was announced by R. Early Willson, president of KABC. Capt. Elliott Roosevelt, son of the President and at present on duty with the Army Air Forces, is treasurer of the station.

"KSO broadcasts sell not only volume-goods, but also higher-priced items like stokers."—A. M. Nordtvedt, Mgr., Montgomery Ward, Des Moines.

WARDS RENEW FOR 5TH YEAR

Department stores buy radio time from figures. Not just coverage figures, but cash-register figures.

So Montgomery Ward's FIFTH renewal of its daily quarter-hour on KSO, proves KSO's ability to move merchandise at a profit, and adds another chapter to the Success Story of KSO and KRNT—Success in serving listeners AND advertisers.

Except for network affiliation, KSO and KRNT are near-twins. Both have 5000 watts, day and night.* Both have strong trade-recognition. Both have fine records of sales accomplishment.

With Iowa farm income at a new high . . . with defense activity increasing Des Moines payrolls 20% or more . . . it's well to have KSO and/or KRNT on the job to increase your sales to more than a million people in Iowa's No. 1 market—Des Moines and its extensive trading area.

*Effective October, 1941.

KSO NBC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in

DES MOINES

Represented by The Katz Agency

BEHIND the MIKE

STAN DAVIS and Marvin Fisher, Hollywood writers on the weekly NBC *Signal Carnival*, sponsored by Signal Oil Co., Los Angeles, have resigned that assignment. They will join with Hal Fimber and Arthur Hargraves Kribs as writers of the CBS *Al Pearce & His Gang*, resuming Oct. 3 under sponsorship of R. J. Reynolds Tobacco Co. Carl Hersinger and Henry Taylor have taken over the *Signal Carnival* assignment.

HARRY CARAY, formerly of WCLS, Joliet, Ill., has joined WKZO, Kalamazoo, Mich., as sports director. Mrs. Golda Roe also has joined WKZO as traffic manager and Mrs. M. Vennard as secretary.

NAIPH J. ABODAHER, acting program director of WKZO, Kalamazoo, Mich., and Hal Forward, WKZO engineer, have sold a collaborated Western short story, "The Last Chip" to a leading weekly pulp magazine under the pen name Hal Jerome.

HALL TOZIER, formerly of WSAU, Wausau, has joined the announcing staff of WTMJ, Milwaukee.

RUTH CRANE, formerly of WLW-WSAI, Cincinnati, has joined WCMI, Ashland, Ky., as woman's commentator. Paul Thiel, formerly of WCPO, Cincinnati, and Pat Marvin, of KFXJ, Grand Junction, Col., have joined the WCMI announcing staff.

PAUL LEMAY, conductor of the Duluth and Portland symphony orchestras, has been signed to a six-week contract which started Sept. 11, to direct the weekly *Standard Symphony Hour*, sponsored by Standard Oil Co., on 32 Pacific Coast Don Lee stations.

BOB STEPHENSON, NBC Hollywood producer and prior to that on the CBS Chicago staff, has joined Lord & Thomas, in the former city, to take over production of the NBC *Bob Hope Show*, resuming Sept. 23 under sponsorship of Pepsodent Co. He replaces Bill Lawrence, who resigned that post to manage the newly established Hollywood production offices of Pedlar & Ryan.

BILL BALDWIN, formerly KDYL, Salt Lake City, announcer, has joined KFWB, Hollywood, in a similar capacity, and in addition conducts the daily one-hour program, *Mac the Mechanic*, sponsored by Pep Boys of California.

MYNONAH BAILEY, formerly of KID, Idaho Falls, has joined KUTA, Salt Lake City, and under name of June Lee is conducting a daily quarter-hour woman's program.

RANDY ENGLISH, formerly of WHEB, Portsmouth, N. H., has joined the announcing staff of WTRY, Troy, N. Y.

GALEN AND ELNORA GILBERT, not connected with radio during the last year, have joined the commercial staff of KUOA, Siloam Spring, Ark.

JOHN HICKS, formerly of KABC, San Antonio, and KNOW, Austin, has joined the announcing staff of KGKO, Fort Worth.

TOM NOBLE, news writer of WBBM, Chicago, is the father of a son born Sept. 16.

NORMAN WEISER, associate editor of *Radio Daily*, has completed a book, *Writers' Radio Theatre, 1940*, which will be published by Harper & Bros., New York, on Oct. 15.

Furlough

LEON LEEK, an NBC announcer, before he was drafted a year ago, recently came down to the studios while on furlough to renew old acquaintances and show the boys his staff sergeant's stripes. As Leek opened the door Ray Diaz, night supervisor didn't give him a chance to say a word. "Just the guy I'm looking for," he said. "You do the remote from the Hotel Astor with Bob Chester's orchestra from 12 to 12:30". Whether Leek thought Diaz was his general or colonel, history does not record, but he hurried to the Astor and did the job without asking why.

FELIX MILLS, Hollywood musical director, has been signed for the fourth consecutive year on the weekly CBS *Silver Theatre*, resuming Oct. 5 under sponsorship of International Silver Co. (Sterling and Rogers Bros. silver). Mills is also musical conductor of the weekly CBS *Hollywood Premiere*, sponsored by Lever Bros.

EARL WENNERGREN of CBS Hollywood publicity staff has returned to his duties after a two-month absence recuperating from typhoid.

KEN NILES, Hollywood announcer, has been assigned to the weekly CBS *Arkansas Traveler*, which started Sept. 16 under sponsorship of Campbell Soup Co. Program features Bob Burns, with Thomas Freebairn-Smith, of Ruthrauff & Ryan, producing.

CLIF HOWELL, program director of KSFO, San Francisco, resigned Sept. 2 and will join the CBS production staff in Hollywood Sept. 27. His successor has not yet been named.

ED WILSON, formerly of NBC, Chicago, has joined the announcing staff of WLS, Chicago.

CAPT. MICHAEL FIELDING, traveler and foreign affairs expert, will replace Irving Pflaum on *Decensoring the News*, quarter-hour six-weekly news commentary on WIND, Chicago. Mr. Pflaum, foreign editor of the *Chicago Times*, has joined the National Defense Commission in Washington in a publicity capacity.

CHEER BRENTSON, formerly of the cast of *Kitty Kane, Ma Perkins, Avalon Time* and other Chicago productions and now married to Robert Reddington, hotel executive in Duluth, has returned to radio as director of women's programs of WEBC, Duluth.

SAMS VIRTS, a student of Dodge City Junior College, has joined KGNO, Dodge City, Kan., as parttime announcer.

R. C. HILL, announcer of KGNO, Dodge City, Kan., on Sept. 6 married Evelyn Baker.

WOODROW MAGNUSON, production manager of WHBF, Rock Island, Ill., has been named program director, succeeding Ivan Streed. Dale Phares, formerly of WEOA, Evansville, Ind., has joined the announcing staff of WHBF.

FELIX ADAMS has joined the announcing staff of WCBI, Columbus, Miss.

FORREST COOKE, announcer of WHBF, Rock Island, Ill., has been promoted to traffic manager.

WILL DOUGLAS, announcer of WKBN, Youngstown, O., has been inducted into the Air Corps and is stationed at Kelly Field, San Antonio.

KEN POWELL, announcer of WGY, Schenectady, recently won second prize in the local chamber of commerce fishing contest, landing a 9-pound, 8-ounce Northern Pike.

ROGER GOODRICH, formerly of WEBR, Buffalo, has joined the announcing staff of WGY, Schenectady, succeeding Wilber Morrison, drafted.

LORING KNECHT has joined the announcing staff of KFYR, Bismarck, N. D.

ROBERT NYE, son of Senator Gerald Nye (R-N.D.) has joined the staff of WOL, Washington, as assistant to Walter Compton, conductor of *Double or Nothing* on MBS and WOL newscaster.

JIM WILLIAMS, formerly of WKPA, New Kensington, Pa., and Tom Lake, formerly of WJHP, Jacksonville, Fla., have joined the announcing staff of WBML, Macon, Ga.

WILLIAM DOSTER has joined the merchandising department of WBML, Macon, Ga.

BAUKHAGE, NBC Washington commentator, recently visited Canada, where he appeared on CBC for a fifteen-minute description of conditions in the United States.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

RICHARD HIPPLEHEUSER, script writer at WJSV, Washington, for the CBS *Report of the Nation*, has sold an article on subcontracting problems to the *Saturday Evening Post*. Charles Parker, WJSV stockroom director, joins the Army Oct.. 13 .

LUCIEN DELATUSH, of NBC Hollywood guest relations staff, has been promoted to the recording department, replacing James Lyman, resigned.

DOROTHY JEAN HUDDLESTON, formerly of KTFI, Twin Falls, Ida., has joined KTAR, Phoenix, Ariz., as program department secretary.

O. C. DUCKETT, formerly of the Chicago bureau of Transradio Press, has joined KMOX, St. Louis, replacing Dick Everetts who has been promoted to associate news editor, succeeding Bob McDonald, now at KGNC, Amarillo, and the *Amarillo New Globe*.

LYLE K. LITTLE, formerly newscaster and special events announcer of WFOR, Hattiesburg, Miss., has joined the announcing staff of WJDX, Jackson, Miss.

BETTY SARGENT, in Switzerland as CBS correspondent during the last six years, arrived Sept. 15 in New York via clipper.

AL LEITCH, former city editor of the *Atlanta Constitution* and conductor of a news program on WGST, Atlanta, and Ernest McIver, of the *Fredericksburg* (Va.) *Free Lance-Star*, have joined the news staff of WJSV, Washington.

NEIL MacDONALD, Los Angeles newspaper and publicity man, has joined the Hollywood staff of Tom Fizdale Inc., as assistant to Virginia Lindsey, West Coast manager.

BETTY KASPER, of the musical staff of WJJD, Chicago, was married Sept. 15 to Robert Smith, Chicago executive of Southern Music Co.

ED HUMPHREY, announcer of WJJD, Chicago, became the father of a baby boy Aug. 28.

WAYNE NELSON, formerly of KDAL, Duluth, has joined the announcing staff of WJJD, Chicago.

TED BURWELL, new to radio, has joined the announcing staff of WGBR, Goldsboro, N. C.

HARVEY, HELM, Hollywood writer, has been added to the script staff of the weekly NBC *Burns & Allen* Show, which starts Oct. 7 under sponsorship of Lever Bros. (Swan soap). Other writers include team of Galen & Fowler, Sam Perrin and George Balzer.

ELINOR HENRY, formerly of KCKN, Kansas City, has joined the continuity staff of KXOK, St. Louis.

JIM REED, formerly program director of WFBC, Greensville, S. C., has joined WPTF, Raleigh, N. C., as head of the sports department. Tommy Williams, formerly program director of WCBT, Roanoke Rapids, N. C., has joined the WPTF announcing staff.

BETTY SOUTH, formerly of WJBC, Bloomington, Ill., is the latest addition to the continuity department of WMBD, Peoria.

DANNY DeNUFRIO has joined the music department of WMBD, Peoria.

SIEG SMITH, formerly of WGR-WKBW, Buffalo, has joined WIS, Columbia, S. C., as sports department head. He has been signed to broadcast U of South Carolina football games under sponsorship of Coca Cola.

ELIZABETH BEMIS, woman news commentator of WLW, Cincinnati, on Sept. 22 is to be married to Louis K. DeBus Jr., Cincinnati business man.

W. VALENTINE of the announcing staff of CKSO, Sudbury, Ont., has joined CJRC, Winnipeg.

FAHEY FLYNN, WBBM, Chicago, announcer, is in the Passavant Hospital, suffering from a throat infection.

Alan B. Plaunt

ALAN B. PLAUNT 38, member of the board of governors of the Canadian Broadcasting Corp. from 1936 to 1940, died in Ottawa Sept. 12 following a long illness. He resigned from the CBC board in Oct. 1940, because he no longer "had confidence in the internal organization and executive direction of the CBC". He came into radio through the formation in 1930 of the Canadian Radio League which had for its aims setting up a national broadcasting system free of advertising as recommended by the Aird Royal Commission on Broadcasting. The league was in a large measure responsible for the formation in 1933 of the Canadian Radio Broadcasting Commission, and many of its recommendations went into the 1936 act which brought the formation of the CBC as successor to the CRBC. Mr. Plaunt was born and educated in Ottawa, graduated from the U of Toronto in 1927, and received his M.A. at Oxford in 1929.

Carl F. Arnold

CARL FRANKLIN ARNOLD, 45, assistant counsel for the Maritime Commission and onetime assistant general counsel of the FCC, died Sept. 13 in Washington after a brief illness. Mr. Arnold, who was the brother of Thurman W. Arnold, assistant attorney general in charge of the anti-trust division of the Department of Justice, served with the FCC as assistant general counsel in charge of the common carriers division from April, 1935 to August, 1937. Prior to his affiliation with the Maritime Commission, he was dean of the Law School at Wyoming U.

Spadea, Koehler Shift

JOSEPH SPADEA, formerly Detroit manager of Edward Petry & Co., and Allen R. Koehler, formerly with WTMJ, Milwaukee, have joined the Joseph Hershey McGillvra station representative organization as account executives. Both will handle Midwest accounts and will headquarter in Chicago. Prior to joining the Petry organization Mr. Spadea was Detroit manager for Scott Howe Bowen while Mr. Koehler was at one time classified advertising manager of the *Chicago Tribune*.

Harry Raver

HARRY RAVER, 62, blind conductor of the weekly *Busy Blind* program on KFWB, Hollywood, died at General Hospital on Sept. 14 from injuries received when a burglar broke into his home and beat him.

JIMMIE POWERS, sports editor and columnist of the *New York Daily News*, starting Sept. 13 took over the role as sportscaster on *Around the Ring*, on MBS Tuesday, Thursday and Saturday 7:24-30 p.m., succeeding Tom Slater, MBS sports and special features coordinator.

JOE NOVENSON, announcer of WFIL, Philadelphia, has resigned to join the Fred Waring orchestra in New York as a singer.

CARL OWEN, formerly chief announcer of WXYZ, Detroit, has joined WCAU, Philadelphia, to fill the vacancy left by Wally Sheldon, who moved up as assistant program director when Harry Marble left to join CBS in New York.

WHEN YOU SEE *this* . . .

Only there YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Compare WTAM on the cost per family basis. Divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there. Go a step further. Compare WTAM on the cost per listener basis. Take any Survey and look at the number of actual listeners each station has, all day, all night, all week. WTAM not only can reach over a quarter of a million families in its Primary Coverage Area but actually does reach more than any station or combination of stations in the area. That's why smart buyers buy 82.2% more national spot time on WTAM than on the next station. WTAM is their first choice . . . morning, noon and night.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

WSGN
Will Go
610
Next Week

WFMJ
Youngstown's
Favorite
Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

"WE BUILD 'EM—
24 HOURS A DAY!"
AND TEXAS' BOOMING GULF COAST INDUSTRIAL AREA IS REACHED THROUGH . . .
BEAUMONT'S
KFDM
560KC
1000 WATTS
FULL TIME
NBC BLUE
Represented by
HOWARD H. WILSON COMPANY

LEADERSHIP
Audited surveys show CJOR's undisputed leadership in audience coverage of Canada's rich Pacific Coast.
CJOR
Vancouver—B. C.
1000 Watts
National Representatives
J. H. McGillvra (U. S.)
H. N. Stovin (Canada)

Studio Notes

RECENTLY issued new rate card of WMCA, New York, lists no increase in rates despite the fact that the station has increased to 5,000 watts full-time. Nighttime hour rates are $650 for a one-time shot with $1,560 for three times and $2,340 on a six-time basis. Day rates are $325, $780 and $1,170 per hour for one, three and six time shots respectively. Hourly rates for the 11 p.m. to 9 p.m. period are $260, $624 and $936 for one, three and six time use.

WWRL, New York, each Friday at 10:15-10:45 p.m. presents *The Studio Players*, a program staged entirely by college students and young people who want to break into radio. The program invites all young amateurs who are interested to call or write the station for a chance to go on the program either as actor, writer or soundmen. Attached to the head of letter explaining the program was a bar of guest-size Lux soap with the caption, "Of Course, they're not the Lux Radio Theatre but . . .".

WBBM, Chicago, now starts its broadcasting day at 6 a.m. instead of 6:15 a.m. (CDST). Change occurred Sept. 15, and new schedule added daily quarter-hour to the *Farm Service Program* which has added a large roster of hillbilly talent.

WRJN, Racine, Wis., has opened a new branch in Kenosha, Wis. Manager is Al Gale, who also manages station's studios at Burlington, Wis. Broadcast of home games of Kenosha Cardinals pro football team has been sold to Coca Cola Bottling Co., Kenosha.

KXOK, St. Louis, in order to keep listeners informed of the outcome of the special Civil Service election, has assigned a special events crew to the Board of Election Commissioners office to broadcast returns as they are tabulated.

WNLC, New London, Conn., celebrated its fifth birthday Sept. 13. The station's first day of active broadcasting was on Sept. 13, 1936. Of the original staff only three remain. They are Manager Gerald L. Morey, Treasurer Edwin J. Morey and Program Director Len W. Stevens.

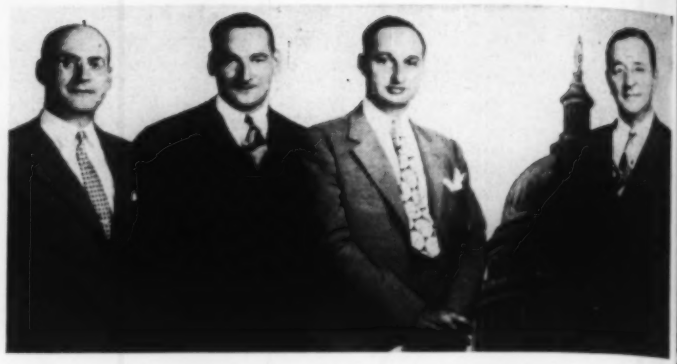
WSB, Atlanta, is now remaining on the air until 2 a.m. daily.

WHBL, Sheboygan, Wis., was off the air two minutes Sept. 4 when an electrical storm blacked out half the city, including the WHBL studios. Using emergency equipment in the transmitter building, Announcer Bill Brook brought a stack of recordings to the transmitter, which was outside the blackout zone, and conducted an informal program until service could be restored.

KFYR, Bismarck, N. D., headed by General Manager F. E. Fitzsimonds, will be in charge of the entertainment for the State Corn Show Oct. 8. Plans are to bring NBC talent to Bismarck for the occasion. Program Director Wayne Griffin will be in charge of the committee to select the Corn Show Queen.

WCAE, Pittsburgh, to give full consideration to program ideas submitted by members of its staff, has instituted a special "program" board to review all ideas. Board consists of four permanent members—Manager Leonard Kapner, Sales Manager Willard Schroeder, Program Director R. Clifton Daniel and Merchandising Manager James Murray — with two temporary representatives from the staff, chosen from time to time.

KYCA, Prescott, Ariz., recently celebrated its first anniversary and marked the occasion by setting up window display in the heart of the downtown district.



ANALYZING PRIORITIES problems confronting the radio parts industry will be the duties of this priorities committee appointed by the Sales Managers' Club of Chicago. They are (l to r) S. N. Shure, president of Shure Bros., Chicago; J. J. Kahn, president, Standard Transformer Corp., Chicago; Kenneth G. Prince, retained as counsel, who will prepare a brief for the industry; W. J. Halligan, president of Hallicrafters, Inc.

No Soap

LEVER BROS. Co., Cambridge (Lifebuoy), will establish an unusual precedent when CBS *Hollywood Premiere* vacations for four weeks in December during the Christmas holiday season. Series is to resume Jan. 2. Executives of Wm. Esty & Co., agency servicing the account, pointed out that because of the holiday season, soap sales are at its lowest in December and by mutual agreement cast will take its vacation then.

WPAT, Paterson, N. J., will broadcast the games of the Peterson Panthers, American Assn. professional football team, this fall, with Steve Ellis giving the play-by-play reports while Ralph Silver Jr. assists with statistical data to be given at intervals during the game.

WFMJ, Youngstown, O., on Sept. 7 held its first annual inter-company golf tournament at Mahoning Country Club. Low gross honors were won by Len Nasman with an 84, and blind bogey prizes went to Jim Sirmons, Bob Wylie, R. Bruce and Bob Harnack.

WJOB, Hammond, Ind., reports its new R. H. Harrell 200-foot radiator atop the Millikan Bldg. in final stages of construction, and its new studios, with Collins speech input equipment and a 150-seat audience studio, being prepared for occupancy about Oct. 1.

WTMJ, Milwaukee, during the American Legion national convention in that city broadcast the *Sport Flash* program of Russ Winnie, sponsored by Wadhams Oil Co., from the sponsor's downtown Red Horse Lounge, where it will be viewed by visiting veterans.

KFRU, Columbia, Mo., has completed arrangements to carry play-by-play broadcasts of both the home and away games of the Missouri U football team this season. Harold Douglas, KFRU sportscaster, and Dave Cooper will announce.

IN ADDITION to WJR, WXYZ and the Michigan State network, WSPD, Toledo, will carry all U of Michigan football games, starting Sept. 27, sponsored by the Ford Dealers of Michigan and Northwestern Ohio.

TAKING ADVANTAGE of more late listeners due to operation of night shifts at many Canadian plants, CHML, Hamilton, Ont., now keeps open until 1:30 a.m.

WHIO, Dayton, O., carried a description of the National Air Olympics, Aug. 31 and Sept. 1. The station also described the take-off of a Lockheed-Hudson bomber for England carrying a silver shaft with figures of the American eagle and a figurine of liberty with messages from Mayor Brennan of Dayton and Gov. Bricker of Ohio to the Lord Mayor of London.

KGKO, Fort Worth, on Sept. 9 started two 24-hour Associated Press news wires, one handling state news exclusively, which will furnish news for Ken McClure's three morning newscasts and an afternoon and evening news period handled by Robert Wear, KGKO news editor.

WHBF, Rock Island, Ill., on Sept. 15 added an Associated Press wire to its United Press and local *Rock Island Argus* news services. The station averages 12 newscasts daily, exclusive of MBS news commentaries, it was stated.

WFIL, Philadelphia, has increased its broadcasting day by an hour, extending its operations to 2 a.m. nightly to provide for a new series of programs sponsored by the Seven Up Bottling Co. Philadelphia. The new series is in addition to the Seven Up schedule of 24 station breaks weekly. Agency is Philip Klein, Philadelphia.

WE Repeats Lewis

WESTERN ELECTRIC Co., New York, to enable its employes to hear a special recorded broadcast of a program featuring Fulton Lewis Jr., which had originated the week previous in the Kearney, N. J. plant of the company, bought a 15-minute period, 9-9:15 p.m. on WHN, New York on Sept. 19. Originally heard over MBS Sept. 9, 10:15 p.m., the program, *Your Defense Reporter* was to have been heard later the same evening via transcription over WOR, but a baseball broadcast interferred. Fulton Lewis Jr.'s regular news commentaries are carried on MBS but through special arrangement he is heard in the New York area on WHN.

'Family' Cited

FOR THE SECOND successive year *One Man's Family*, sponsored by Standard Brands for Tender Leaf Tea on NBC-Red, Sunday 8:30-9 p.m. has received the American Legion Auxiliary award as the "sponsored program which has best served the American Family". The citation was made Sept. 17 at the Auxiliary's national convention in Milwaukee.

Coast Bank Chain Likes Big Events

SUCCESSFUL in its sponsorship of special events throughout California in recent months, Bank of America, National Trust & Savings Assn., San Francisco, the West's largest banking system, will continue this type of promotion for the remainder of the year, according to Fred Yates, advertising manager.

Bank of America started sponsorship of civic celebrations, county and state fairs and like events [BROADCASTING, Aug. 25] several months ago and has made a policy of using only institutional copy. The bank on each occasion presents the broadcast of a special event as a service to the particular community from which the broadcast originates. In the average half-hour broadcast the bank's institutional copy doesn't exceed 60 seconds. On each broadcast the local branch manager of a Bank of America is presented to the radio audience for a greeting. Mr. Yates stated that the bank is experimenting this year on this type of broadcasting and to date the radio research has been entirely satisfactory. The banking system likewise is using spot announcements on 10 stations throughout the state.

The bank sponsored the opening ceremonies of the annual Grape & Wine Festival at Lodi, Cal. over KWG and KFBK on Sept. 12. On Sept. 19 it will sponsor events at the Sebastopol Apple Festival on KSRO and on the same date will present a feature of the Yolo County Fair from Woodland, on KFBK. It is negotiating for broadcasts from the Walnut Creek Walnut Festival and a celebration at Santa Ana later in the fall. Charles R. Stuart Adv. Agency, San Francisco, handles the account.

INS Signs More

INTERNATIONAL News Service reports the signing of contracts with WMBS, Uniontown, Pa.; WKZO, Kalamazoo; WSAR, Fall River; KDYL, Salt Lake City; WAYS, Charlotte; WCAR, Pontiac, Mich.; WPAT, Paterson, N. J.; KMAC, San Antonio; KVEC, San Luis Obispo, Cal.; WCFI, Pawtucket, R. I.; WHIP, Hammond, Ind. Contracts have also been signed for prospective new stations not yet authorized at Miami, Birmingham, Torrington, Conn., and Alice, Tex.

Meet the LADIES

HAZEL COWLES

HAZEL COWLES of WHAM, Rochester, N. Y., traded the academic career of a school teacher for the merry-go-round life of radio and she's mighty glad of it. After being graduated from the U of Rochester, taking graduate work in French at Middlebury College, English at the U of Wisconsin and then teaching for three years, Mrs. Cowles judged the grass to be greener in radio. In 1928 she joined the artist's staff of WHAM as an actress and writer. In 1936 she became "Women's Editor" and started her own program *Women Only* which includes news of fashions, home making, cooking, travel, interior decorating, the theatre and the many other subjects that command high attention in the women's world. Mrs. Cowles' real pride and joy is her little girl, Shirley, who already shows remarkable talent for music. Friend hubby doesn't mind being used as taster for the testing of new recipes but does object to having the house used as a testing area for new schemes in interior decorating.

WFIL Seeks Dismissal

WFIL, Philadelphia, on Sept. 16, filed a motion in the U. S. District Court in Philadelphia to dismiss the action brought against the station last month by Yankee, Inc., magazine publishing company of Boston. The suit, charging copyright infringement, libel and unfair competition, sought a restraining order to enjoin WFIL from continuing to broadcast its sustaining *Swap Shop* program.

Avalon News

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon), recently started *Last Minute News* by Phil Stearns three nights weekly on 31 Don Lee-Mutual network stations in the West. Agency is Russel M. Seeds Co., Chicago. The station list: KXRO KELA KRKO KWLK KGY KOL KMO KIT KGA KWIL KORE KFJI KOOS KALE KRNR KPMC KHSL KXO KIEM KHJ KMYC KYOS KDON KVCV KFXM KGB KFRC KVEC KVOE KDB KTKC.

Gulf Guild Returns

GULF OIL Corp., Pittsburgh, on Sept. 28 will start *Screen Guild Theatre* for the fourth year on CBS, Sunday, 7:30-8 p.m. Roger Pryor, Hollywood actor and orchestra leader, will again be m.c. Format will continue as in the past, with contracts for stars having been signed. Actors donate their services, and the Gulf Oil Corp. in turn contributes $10,000 each week to the Guild relief fund. So far the program has contributed more than $800,000. *Screen Guild Theatre* will replace *World News Tonight* which has been on since April. Agency is Young & Rubicam, New York.

AGENCY Appointments

S. S. WHITE DENTAL MFG. Co., Philadelphia (toothpaste), to Clements Co., Philadelphia, to handle consumer advertising on Oraline toothpaste, tooth powder and mouthwash. Dental supplies advertising will be placed direct as heretfore.

GLOBE INVESTMENT Co., Los Angeles, to Milton Weinberg Adv. Co., that city. Currently sponsoring on a 52-week basis a six-weekly quarter hour newscast on KFWB, Hollywood.

NORTH AMERICA WINES Corp., New York (San Martin Wines), to Nascon & Bourne, New York. Radio to be used in the New York area.

H. FENDRICH, Evansville, Ind. (cigars) to Russel M. Seeds Co., Chicago.

BRAND & PURITZ, Kansas City (women's coats) to Lambkin Service, Kansas City.

BEAUTY COUNSELORS Inc., Detroit (distributors of specialized cosmetics) to Campbell-Ewald Co., Chicago.

HOTEL GIBSON, Cincinnati, to Keelor & Stites Co., Cincinnati. To use radio.

KTSM Gets Boost

KTSM, El Paso, last Tuesday was granted a modification of license by the FCC to increase its power from 500 watts unlimited time to 500 watts night, 1,000 watts day, on 1380 kc.

1000 WATTS FULLTIME

910 KC. NBC

The only single advertising medium giving thorough coverage to the rich industrial and agricultural* Appalachian area.

*40,000,000 pounds of burley tobacco annually.

WJHL

Johnson City, Tenn.

International Radio Sales

W. H. Lancaster, Manager

ECONOMICAL COVERAGE of the rich BALTIMORE market

for instance:

for afternoon hours: 2 to 5

5 fifteen minute periods weekly

$192

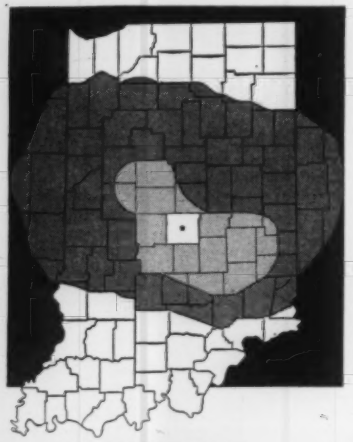
Subject to dollar volume AND weekly discount

DAWN OF A NEW DAY

GOING MUTUAL OCT. 1

WFBR

National Representative: Edward Petry & Co.



HERE'S
INDIANA

★ Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Large shaded area daytime 0.5 MV. Line 5000 watts — non-directional. Inside area 0.5 MV. nights 1000 watts.

Indiana's Friendly Station Serves Hoosierland

★ ★ WIBC ★ ★
INDIANAPOLIS
Mutual Broadcasting System

Represented by HOWARD H. WILSON CO.
New York, Chicago, Kansas City

SPEND LESS
. . . GET MORE
on WCOP

Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

GOING FULL TIME SOON!

WCOP
★ BOSTON'S ★
STAR RADIO SALESMAN

Merchandising & Promotion

Aid for Defense—They're Tested—Shelf Tags—Scoreboard in Square—Sole for Shoe

MANY sponsors cooperated with the National Defense Program in observing Retailers for Defense Week, which ended Sept. 20. Program material was mailed 863 stations by the Treasury Defense Savings Staff. Defense authorities participated in a number of broadcasts. Brown & Williamson Tobacco Corp. distributed 30,000 posters to be placed in stores.

Among participating sponsors were Adam Hat Stores, American Oil Co., Anacin Co., Bayer Co., Bristol-Myers, Brown & Williamson, Carnation Milk Co., Colgate-Palmolive-Peet, E. I. DuPont de Nemours & Co., Emerson Drug Co., Eversharp Co., General Electric Co., General Mills, Gillette Safety Razor Co., Gunther Beer Co., Edna Wallace Hopper, Andrew Jergens Co., Kraft Cheese Corp., Lever Bros., Lewis-Howe Medicine Co., Philip Morris & Co., Miles Labs., Modern Food Process Co., Pacific Coast Borax Co., Phillips Co., Procter & Gamble Co., Quaker Oats Co., RCA, Standard Brands, Texas Co., Williamson Candy Co., Wm. Wrigley Jr. Co.

* * *

Only Tested Products

PRODUCT-TESTING service is a feature of the new *Listen, Lady!*, conducted by Betty Gray, woman's program director of WBML, Macon, Ga. Built around a consumer approval league, made up of more than one hundred listener-members, the program reports on the testers' experience with the advertised products.

* * *

KTSA Tags

PRICE TAGS for grocery shelves have been distributed by KTSA, San Antonio, to grocers in the city. Printed in the color of the particular store, the tags show a mike with the call letters of KTSA with a bottom line printed K for keep; T for talking; S for San; A for Antonio.

* * *

Scoreboard

WSAN, Allentown, Pa., erected an electrically operated scoreboard, 12 foot square, at Coffield Stadium here for the football games of the Allentown High School to aid the fans in following the home games. The scoreboard will be moved into the Little Palestra for basketball games.

* * *

Sports Cup

TO PROMOTE sports interest, CJLS, Yarmouth, N. S., has donated a large silver trophy to Yarmouth's cupless baseball league. Announcements were used on the station stressing the fact that teams in the league were competing for the cup.

* * *

Philly Insoles

CORK FOOTPADS with the advice, "Don't take a step in buying radio time until you consult WPEN, the station that sells," are being distributed to the industry by WPEN, Philadelphia.

In the Neighborhood

KFRC, San Francisco, has effected a promotional deal with Neighborhood Newspapers Inc., publishers of 12 district weekly newspapers, whereby each promotes the other. Each Saturday morning the newspapers are given a quarter-hour period on which they present interviews with outstanding personalities and generally promote their papers and the districts they serve. In return KFRC receives editorial space in all 12 papers.

* * *

Weekly Column

WNOX, Knoxville, Tenn., is releasing a column in mat form to weekly and semi-weekly newspapers in its area containing news about programs heard on the station. The column is being sent 15 newspapers at present on a "use if you can" agreement.

* * *

S Day

PART of Defense Stamp Day celebration of Canton, O., held last Tuesday, was a coast-to-coast broadcast on MBS through WHBC which featured a half-hour resume of the day's parade and celebration.

* * *

War Analysis

KXOK, St. Louis, news bureau has prepared a review and analysis of the two years of war. Copies of the script, in loose leaf form, are being sent to listeners.

BROCHURES

WSFA, Montgomery, Ala. — Offset folder series on success stories and testimonials of WSFA accounts.

CBS Hollywood — Pink-and-black folder, "It Takes Both to Sell a Whole Market".

WRAL, Raleigh, N. C.—Offset folder with staff pictures and coverage data.

WDRC, Hartford—Folder titled "Food for Thought" with market facts.

TO THE STATION that most actively merchandises the new program, *This Is Life*, thrice-weekly quarter-hour on six MBS stations, the sponsor, Hecker Products Corp., New York (flour), will award this trophy at the end of a one-month contest on Sept. 27. The agency, Leo Burnett Co., Chicago, sent letters to the stations outlining suggested promotional activities including courtesy announcements, merchandising bulletins, trade calls, studio window displays, letters to sponsor's salesmen, etc.

The agency also sent a teaser to radio editors enclosing a ten-cent locket marked "Josephine", with the notation that the locket came from a dying soldier who requested that it be returned but that said Josephine could not be found, and an addendum explaining that the incident, while not true, characterized the type of case the new program as "A Help Column of the Air" would attempt to solve. Classified and display ads requesting authentic material for the program were placed in the *Chicago Tribune*, *Chicago Times*, *New York Times*, and other metropolitan dailies.

CENTER OF NIGHT LIFE in St. Louis

JEFFERSON HOTEL

The Club Continental offers famous bands and brilliant floor shows. Theaters, shops and offices are all close to the New Hotel Jefferson. ☆

800 MODERN ROOMS FROM $3.00

New Hotel Jefferson
THE ARISTOCRAT OF ST. LOUIS

Purely PROGRAMS

INVITATIONS to appear on Clifton Utley's weekday news commentary, sponsored on NBC-Blue by Skelly Oil Co., Kansas City, have been extended by the company to outstanding newscasters from every station carrying the early morning program. Two local newscasters a week will appear with Utley from NBC Chicago, discussing national defense, war sentiments and other current problems as seen from their locality.

Foster May, of WOW, Omaha, made the first guest appearance Sept. 17. Others scheduled include: Bob Eastman, WKY, Oklahoma City, Okla.; Gene McDonnell, KSOO, Sioux Falls, Ia.; Fred Schilplin, general manager of KFAM, Saint Cloud, Minn.; Ralph Childs, KMA, Shenandoah, Ia.; Floyd M. Sullivan, KGBX, Springfield, Mo; Jack Dunkirk, WDAY, Fargo, N. D.; Ben Leighton, WEBC, Duluth, Minn.; Julian Bentley, WLS, Chicago; and Orrin Melton, KYSM, Mankato, Minn.

* * *

News for Schools

AN ANALYSIS of current news presented in language suitable to sixth grade pupils is contained in the new thrice-weekly *Schoolcast* series on KYA, San Francisco. Boards of education in Northern California schools are cooperating with the *San Francisco Examiner* in the presentation. All radio-equipped classrooms have been invited to tune in the series, conducted by Dwight Newton, librarian of the *Examiner*. Broadcasts include background of the news of the day, history of the particular locale where news is centered on that date, founder of the city prominently mentioned and so on.

* * *

Rearing the Child

THE JUDGE's viewpoint—what he feels when confronted with a youngster charged with juvenile delinquency—is given on *The Child in a Democracy which* started recently on WNYC, New York. Justice Jacob Panken, of the New York Domestic Relations Court gives an analysis of parent-child relationships, discusses the child and the school, the development of a moral sense and other problems confronting parents of growing children.

* * *

In the Stands

PRIOR to his broadcasts of St. Louis baseball games, Johnnie Neblett, KWK sportscaster, conducts a ten-minute sports quiz among the baseball fans in Sportsman Park. Cash and merchandise are awarded as prizes.

Names in Bowl

LISTENERS, spelling their names from letters read on the air, provide talent for *That's Me* which has just been sold by WLAG, La Grange, Ga. A goldfish bowl containing all the letters of the alphabet is used by the announcer conducting the feature. Twenty-five letters are drawn from the bowl during each broadcast and the listeners are invited to write out their names and then cross out letters read on the air. As soon as the entire name is crossed out the listeners must call the sponsor in order to be eligible for a prize. A limit of two winners is set on each program. Letters count only one time in each name. That is, if the name is "Miller" and an "L" is drawn one "l" may be crossed out.

* * *

New Type of Forum

ECONOMIC ISSUES currently important will be discussed by noted speakers on a new hour-long radio forum, *Wake Up, America*, which will start on NBC-Blue Sunday, Sept. 28, 2-2:30 p.m. (EST). Citizens of specified towns will be invited to telephone questions-to-be-answered to their local NBC stations each week during the first half-hour. The first 10 queries received will be phoned or teletyped to the point of program origin and the speakers will attempt to answer them during the second half-hour.

* * *

Dear Mr. President

ANSWERS to many national questions will be sought in the *Dear Mr. President*, weekly quarter-hour series of WINX, Washington. Otis Wingo, conductor of the program, submits questions of listeners on moving questions of the moment to the White House and broadcasts the answers.

* * *

Our Town

RECONSTRUCTION of the various phases of community life will be accomplished by a new interview program of KOAC, Corvallis, Ore. Two local high school students will conduct the series, *This, Our Community*, asking questions of city officials from mayors to building inspectors.

Every Other Week

TO GIVE both sides an equal allotment of time to present their viewpoints, WWRL, New York, in cooperation with the Committee to Defend America by Aiding the Allies and the America First Committee is presenting a Monday 10:45-11 p.m. program, with the opposing factions alternating each week. The programs are prepared by the two organizations with the America First Committee offering transcriptions and the Committee to Defend America presenting well known Congressmen and civic leaders in person.

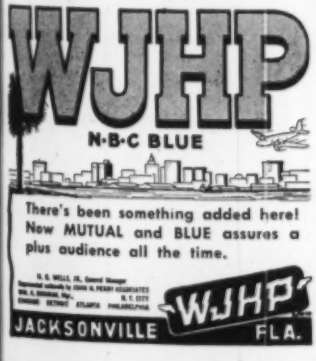
The Constitution

HIGHLIGHTS from America's history are presented in dramatic form via discs on *Lest We Forget—Our Constitution* which started as a weekly feature on WHN, New York, Sept. 16, 1:30-1:45. The programs are designed for classroom listening and are presented under the auspices of the Institute of Oral & Visual Education in cooperation with Boston U.

* * *

Hannibal Hobbies

KHMO, Hannibal, Mo., is presenting every weekday at 12 p.m. its *Noon Whistle* which features an interview with a Hannibal citizen having an unusual occupation or hobby. Applications recommending the appearance of persons with unusual jobs or hobbies are available to listeners and the daily selection is made from these.



Starting the Fall and Winter Listening Season

with

79%

of its advertisers

RENEWING

THEIR CONTRACTS

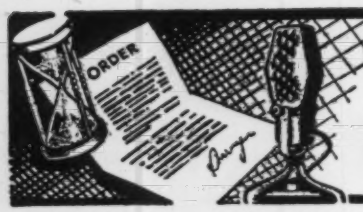
WTCN

ST. PAUL NBC STATION MINNEAPOLIS

is a Good Place to Invest Your Advertising Dollar

FREE & PETERS, INC., *Exclusive National Representatives*

New York Chicago Detroit Los Angeles San Francisco Atlanta



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMT, Cedar Rapids

Ludens, Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Plough Inc., Memphis (proprietary), 8 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
DeKalb Agri. Assn., DeKalb, Ill. (seed), 84 *sa*, thru Western Adv. Agency, Racine, Wis.
Gamble Stores, Minneapolis (appliances), 312 *sa*, thru BBDO, N. Y.
Murphy Feed Products Co., Burlington, Wis., 39 *sp*, thru Critchfield & Co., Chicago.
Oelwein Chemical Co., Oelwein, Ia. (feed), 3 *sp* weekly, thru Cary-Ainsworth, Des Moines.
Smith Bros. Mfg. Co., Kansas City (work clothes), *sa* series, thru R. J. Potts & Co., Kansas City.
Funk Bros. Seed Co., Bloomington, Ill., 14 *sp*, thru E. H. Brown Adv. Agency, Chicago.
Butler Mfg. Co., Kansas City (corn cribs), 52 *sa*, thru Ferry-Hanly Co., Kansas City.
Carey Salt Co., Hutchinson, Kan., 6 *sa* weekly thru McJunkin Adv. Co., Chicago.

WLW, Cincinnati

Vick Chemical Co., New York, 39 *sa*, thru Morse International, N. Y.
Arcady Farms Milling, Chicago (feed), 39 *sp*, thru Presba, Fellers & Presba, Chicago.
Manhattan Soap Co., New York, 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Philip Lome Co., Chicago (cameras), 6 *sp* weekly, 25 weeks, thru Henry J. Handelsman, Inc., Chicago.
Sunway Fruit Products, Chicago, 39 *sp*, thru Schwimmer & Scott, Chicago.
Book House for Children, Chicago, 3 *sa* weekly, 26 weeks, thru Presba, Fellers & Presba, Chicago.
United Buying Service, Chicago (pens), 25 *sa*, thru United Adv. Co., Chicago.
Reader's Digest Assn., Pleasantville, N. Y. 21 *ta*, thru BBDO, N. Y.
Majestic Camera Co, Chicago, 39 *sp*, thru Lane, Benson, McClure Inc., Chicago.

WMAQ, Chicago

Peter Paul Candy Co., Naugatuck, Conn., (candy bars), 6 *sp* weekly, 52 weeks, thru Platt-Forbes Inc., N. Y.
Welch Grape Juice Co., Westfield, N. Y., *sp* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 6 *sa* weekly, 15 weeks, thru Newell-Emmett Co., N. Y.
Great Atlantic & Pacific Tea Co., N. Y., 2 *ta* weekly, 13 weeks, thru Paris & Peart, N. Y.
Quaker State Oil, Oil City, Pa., 3 *ta* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WINC, Winchester, Va.

O'Sullivan Rubber Co., Winchester, 28 *sa* weekly, 13 weeks, thru Bermingham Castleman & Pierce, N. Y.
Globe Brewing Co., Baltimore, 54 *sa* weekly and 6 *t* weekly, 52 weeks, thru Joseph Katz Co., Baltimore.
Lee Baking Co., Charlottesville, Va., 17 *ta* weekly, 13 weeks, thru J. V. Freitag Agency, Atlanta.
Ralston Purina Co., St. Louis, 3 *t* weekly, 13 weeks, direct.
Stanback Co., Chattanooga, 7 *ta* weekly, 52 weeks, direct.

WHN, New York

Riggio Tobacco Co., Brooklyn (Regent cigarettes), *sa* daily, 52 weeks, thru M. H. Hackett Inc., N. Y.
Penick & Ford, New York (My-T-Fine), *sa* daily, 17 weeks, thru BBDO, N. Y.
Hoffman Beverage Co., Newark (beer, ale), *sa*, nine weeks, thru BBDO, N. Y.
Barricini Candy Corp., New York, *sa* daily, 52 weeks, direct.

WABC, New York

B. C. Remedy Co., Durham, N. C., 6 *sp* weekly, thru Charles W. Hoyt Co., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 3 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Grove Labs., St. Louis (Bromo-Quinine), 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Lehn & Fink Products Corp., New York (Hind's cream), 6 *sp* weekly, thru Wm. Esty & Co., N. Y.
Marvland Pharmaceutical Co., Baltimore (Rem, Rel), 3 *sp* weekly, thru Joseph Katz Co., N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), 3 *sp* weekly, thru Henri, Hurst & McDonald. Chicago.
New York State Bureau of Milk Publicity, New York, 2 *sp* weekly, thru J. M. Mathes Inc., N. Y.
Noxzema Chemical Co., Baltimore (creams, lotions), *sp* weekly, thru Ruthrauff & Ryan, N. Y.
O'Sullivan Rubber Co., Winchester, Va. (rubber heels), 3 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Peter Paul Inc., Naugatuck, Conn. (Mounds and Ten Crown Gum), 3 *sp* weekly, thru Platt-Forbes, N. Y.
Quaker Oats Co., Chicago, 6 *sp* weekly, thru Sherman K. Ellis & Co., N. Y.
S. A. Schonbrunn & Co., New York (Savarin coffee), 3 *sp* weekly, thru M. H. Hackett Inc., N. Y.
Smith Bros., Poughkeepsie, N. Y., 7 *sp* weekly, thru J. D. Tarcher & Co., N. Y.
Waste Paper Consuming Industries, 6 *sp* weekly, thru Olian Adv. Agency, St. Louis.
Wilson Packing Co., Chicago (Ideal Dog Food), 6 *sp* weekly, thru U. S. Adv. Corp., Chicago.

WINS, New York

Billy Roberts, New York (Evangelist), *sp* weekly, 13 weeks, direct.
Roman's Furriers, New York, 5 *ta* weekly, 13 weeks, thru Artwil Co., N. Y.
Crawford Clothes, New York, 24 *sp*, 48 *sa* weekly, 26 weeks, thru Al Paul Lefton Co., N. Y.
Gardner Nurseries, Osage, Ia., 6 *sa* weekly, 2 weeks, thru Northwest Radio Adv. Co., Seattle.
Fels & Co., Philadelphia (soap and chips), 36 *sa* weekly, 13 weeks, thru S. E. Roberts Inc., Philadelphia.
Paramount Pictures, New York, 4 *sa*, thru Buchanan & Co., N. Y.
O'Sullivan Rubber Co., Winchester, Va. (rubber heels), 12 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Riggio Tobacco Co., Brooklyn (Cort Cigarettes), 35 *sa* weekly, 13 weeks, thru M. H. Hackett Inc., N. Y.
Cerveceria Cuauhtemoc, South America (Carta Blanca Beer), 6 *sa* weekly, direct.

WEEI, Boston

Phillips Packing Co., Cambridge, Md., 6 *sa* weekly, thru Aitkin-Kynett, Philadelphia.
American Cigarette & Cigar Co., New York (Pall Mall), 2 *sa*, 2 *sp* weekly, direct.
Peter Paul Inc., Naugatuck, Conn. (candy, gum), 2 *sp* weekly, thru Platt-Forbes, N. Y.

WOR, New York

Nu-Enamel Corp., Chicago (paints), 5 *sp* weekly, thru William Blair Baggaley Inc., Chicago.
Flex-o-Glass Mfg. Co., Chicago (glass substitute), 3 *sp* weekly, thru Presba Fellers & Presba, Chicago.

WFBM, Indianapolis

George Wiedemann Brewing Co., Cincinnati, 7 *ta* weekly, thru Strauchen & McKim, Cincinnati.
Schumacher & Co., New York (fabrics), 3 *sa* weekly, thru Anderson, Davis & Platte, N. Y.
Waste Paper Consumers Industries, New York, 104 *sa*, thru Olian Adv. Co., St. Louis.
Gardner Nurseries, Osage, Ia., 5 *ta* weekly, thru Northwest Radio Adv. Co., Seattle.
Johnson & Johnson, New Brunswick, N. J. (Tek), 10 *sa* weekly, 5 *sa* weekly, thru Ferry-Hanly Co., N. Y.
National Refining Co., Cleveland, 6 *ta* weekly, thru Sherman K. Ellis & Co., N. Y.
Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 3 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.
Manhattan Soap Co., New York, 3 *sp* weekly, 4 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Allis-Chalmers Mfg. Co., Milwaukee, 5 *sp*, thru Bert S. Gittins Inc., Milwaukee.
Cat's Paw Rubber Co., Baltimore (heels), 2 *ta* weekly, thru S. A. Levyne Co., Baltimore.
Sawyer Biscuit Co., Chicago, 3 *sa* weekly, thru George H. Hartman Co, Chicago.
Standard Brands, New York (yeast), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Shefford Cheese Co., Green Bay, Wis., 5 *ta* weekly, thru Campbell-Mithun, Minneapolis.

WNEW, New York

Oakland Chemical Co., New York (dioxogen cream), 3 *sp* weekly, 52 weeks, thru Kleppner Co., N. Y.
Conservation Committee of Waste Paper Conserving Industry, 30 *sa* weekly, 13 weeks, thru Olian Adv. Co., St. Louis.
Griffin Mfg. Co., Brooklyn (shoe polish), 10 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Penick & Ford, New York (My-T-Fine), 87 *sa*, thru BBDO, N. Y.
Feminine Products, New York (Arrid), 5 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Carter Products Co., New York (Carter's Liver Pills), 5 *sa* weekly, 52 weeeks, thru Street & Finney, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 36 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
B. C. Remedy Co., Durham, N. C., 3 *sp* weekly, 52 weeks, thru Chas. W. Hoyt Co., N. Y.

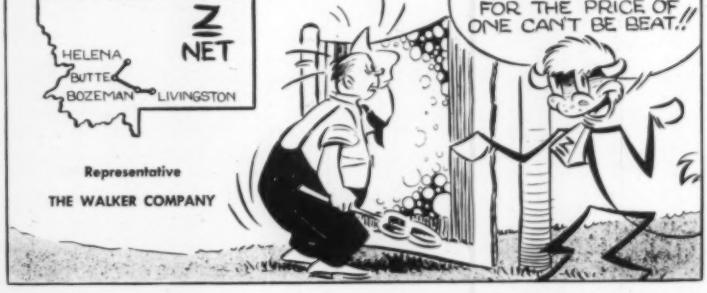
KDYL, Salt Lake City

Foster-Milburn Co., Buffalo (Doans), 104 *sa*, renewal, thru Spot Broadcasting, N. Y.
Kellogg Co., Battle Creek (cereal), 2 *sa* daily, renewal, thru Kenyon & Eckhardt, N. Y.
American Chicle Co., Long Island City, daily *sa*, renewal, thru Badger, Browning & Hersey, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek), daily *sa*, thru Ferry-Hanly Co., N. Y.
Wilson Packing Co., Chicago (Ideal dog food), 3 *sp* weekly, thru U. S. Adv. Corp., Chicago.

WBNX, New York

Conservation Committee of the Waste-Paper Consuming Industries, 6 *sa* daily, thru Olian Adv. Agency, St. Louis.

Z NET, A SINGLE POLICY AT A SINGLE RATE



Two Publishing Firms Adopt 2% Cash Discount

REINSTATEMENT of 2% cash discount by Curtis Publishing Co. and McGraw-Hill is interpreted as a significant step toward adoption of the principle in the advertising business, according to Frederic R. Gamble, managing director of the American Assn. of Advertising Agencies.

No recent indication of further adoption of the idea in broadcast advertising is observed in radio sources, however, though Mr. Gamble states that NBC and CBS have "accepted the principle" of cash discount and were working on methods of applying it. The NAB board at its Aug. 7 meeting tabled the 2% question.

Adoption of the 2% idea, according to Frank E. Pellegrin, director of the NAB Bureau of Radio Advertising, involves serious enforcement problems. Suggestion has been made that a penalty provision might be feasible. Considerable difficulty is involved in the rate question.

WIBG, in Philadelphia, Will Have Own Building

PREPARING for its recent grant of 10,000 watts fulltime on 990 kc. in lieu of its present 1,000-watt daytime assignment on that channel [BROADCASTING, Aug. 25], WIBG, Glenside, Pa., suburb of Philadelphia, has taken a long-term lease on 1423-25 Walnut St., Philadelphia, which will be renamed the WIBG Bldg.

Authorized to move into Philadelphia, WIBG will occupy all but a portion of the first floor as soon as extensive alterations are made. Part of the first floor will be converted into a "show-window studio" so passers-by may witness broadcasts. Paul F. Harron, president, states he expects the station to move into its new quarters by April 1, 1942.

Wage-Hour Change

REVISION of wage-hour record-keeping regulations, in some instances simplifying present requirements, was announced Sept. 15 by General Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department. In his explanation of the new regulations General Fleming pointed out that no special order or form for keeping wage-hour records is required. The principal requirement is accurate figures on the number of hours employes work and similar information which may be achieved under different types of record-keeping, it was indicated. Copies of the new regulations, effective Sept. 15, are available at the Wage & Hour Division, Labor Department, Washington.

Coast Series Goes Net

SUCCESS OF the early morning participating comedy *Breakfast Club* presided over by Jack Kirkwood at KFRC, San Francisco, has prompted Don Lee officials to make the event available to the entire Don Lee-Mutual network on the Pacific Coast, starting Oct. 13. It is planned to sell local and regional participations.

Radio Advertisers

KONJOLA Inc., East Port Chester, Conn. (proprietary), out of radio for some years, through Allied Adv. Agencies, Los Angeles, on Sept. 15 started a brief test using twice-daily participation, six times per week in the *Old Colonel* on KMTR, Hollywood. Firm in addition is sponsoring 70 transcribed five-minute announcements weekly on XELO, Tiajuana, Mex. Transcribed series features Aunt Marthy in homey philosophy with hymn music. To merchandise the campaign an 80-page hymn book, with stories on each is being offered for a Konjola label. If test is successful, sponsor contemplates use of national spot radio. R. L. Rust is agency account executive.

FIVE firms are jointly sponsoring the five-weekly half-hour program, *Hi, Mom!* on KMPC, Beverly Hills, Cal. Renewed on Sept. 5 for a second 13-week period, it is sponsored by Chef Boiardi Food Products Co., Milton, Pa. (canned foods); Bu-Tay Products Co., Los Angeles (water softener); Barker Products Co., Los Angeles (soups); Hain Pure Food Co., Los Angeles (health juices); Wilbert Products Inc., New York (floor wax & shoe polish). Series, conducted by Andy and Virginia, combines poetry, recorded music and household hints. Agency is Glasser-Gailey & Co., Los Angeles.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), in an early fall campaign is currently using a quarter-hour program of recorded music five times per week on KDB, Santa Barbara, as well as a five-weekly newscast on KPMC, Bakersfield, and 10 spot announcements per week on KGB, San Diego. In addition to the three California stations, firm mantains a heavy spot announcement schedule on XEGM, Tinjuana Mexico. Lockwood - Shackelford Advv. Agency, Los Angeles, has the account.

RUSSEKS, Chicago (fur retailers), is testing radio with its first program, a weekly half-hour of informal chats by Florence Bourke Ellis, woman commentator, starting Sept. 23 on WGN, Chicago. The program will originate Tuesday afternoons from the Camellia House in the Drake Hotel in Chicago, with an outstanding public service devotee interviewed each week. Agency is Lucille Fisher & Associates, Chicago.

PENNANT OIL & GREASE Co., Los Angeles (motor oil), on Sept. 29 starts sponsoring a new twice-weekly quarter-hour live show, *Don't You Believe It*, with Herb Allen, narrator, on KECA, that city. Series will replace its current twice-weekly five-minute transcribed program, *The Face of the War*, on that same station. Placement is through Brisacher, Davis & Staff, Los Angeles.

SUPERIOR SEA FOOD Co., Los Angeles (Honor brand frosted foods), in a ten-week local campaign which started Sept. 4 is using 10 transcribed singing announcements weekly on KMPC, Beverly Hills, Cal. Transcriptions feature *Judy & Her Jesters*, Tommy Cook and Art Gilmore. Hillman-Shane Adv. Agency, Los Angeles, has the account.

GENERAL PETROLEUM Corp., Los Angeles (Mobilgas), on Sept. 17 started for 13 weeks, *Pigskin Previews*, on 8 CBS West Coast stations (KNX KSFO KARM KOIN KIRO KFPY KOY KTUC), Wednesday, 6:15-6:30 p.m. (PST). Sam Hayes, is featured as sportscaster and commentator. Agency is Smith & Drum, Los Angeles.

PINCH-HITTING as West Coast manager of Ward Wheelock Co. Milli Rorke (center), during vacation of Mary Garvin, supervises production of the five-weekly quarter-hour CBS *Amos 'n' Andy*, sponsored by Campbell Soup Co. She is pictured with Bill Hay (standing) announcer on the show, straightening out commercials just prior to going on the air, while Herman Michaels, network engineer, sits by ready for the signal. Mrs. Rorke until her marriage two years ago to Hal Rorke, CBS West Coast publicity director, was a member of the network's production department.

SCIENTIFIC PRODUCTS Corp., Los Angeles (Solvene), new to radio, on Sept. 15 starts participation five times weekly in the combined *Art Baker's Notebook, Bridge Club, California Home* and *Mirandy's Garden Patch* programs on KFI, that city. Contract is for 13 weeks. Edwin E. Martin Adv., Los Angeles, has the account.

CONTI PRODUCTS Corp., New York (Soap and Shampoo) which has been using participations and one-minute announcements for some time in the past on WHN and WMCA, New York, and WJJD, Chicago, recently added KYW, Philadelphia, to its schedule. Agency is Bermingham, Castleman & Pierce, New York.

SIMS CEREAL Co., Minneapolis, entering the regional field after a several years absence, has added Don McCall's *The Funnypaper Man* on WEBC, Duluth, for 13 weeks. The firm has also added comics programs on WCCO, Minneapolis, and WTMJ, Milwaukee. Agency is Graves & Assoc., Minneapolis.

RUPSAM & HORRMANN BREWING Corp., New York (R & H beer), is sponsoring a thrice-weekly quarter-hour show, featuring Ramona and the Tune Twisters on WOR, New York. Series, which started Sept. 15, was placed by Samuel C. Croot Co., New York.

STEVEN KENT, formerly on the Ford Motor Co., Richmond, Cal., sales promotion staff, was recently appointed sales promotion manager of Squirt Co., Beverly Hills, Cal., (beverage). McCann-Erickson, Los Angeles, services the account.

PACIFIC BREWING & MALTING Co., San Francisco (beer), recently renewed its 100-word spot announcement campaign on KFRC, San Francisco, and KQW, San Jose, Cal. Agency is Brewer-Weeks Adv., San Francisco.

OGILVIE FLOUR MILLS Co., Montreal (cereals), about Oct. 1 starts *Superman* three times weekly on 28 Canadian stations. Account is placed by J. J. Gibbons Ltd., Montreal.

CANADA STARCH Co., Toronto (corn syrup) has started the *Crown Brand Sports Club* four times weekly on CFRB, Toronto. Account was placed by Vickers & Benson, Toronto.

P & R Coal Series

PHILADELPHIA & READING COAL & IRON Co., Philadelphia, (Famous Reading Anthracite) recently started a campaign of station break announcements on WRC, WMAL, KYW and WGY. Agency is McKee & Albright, Philadelphia.

PETER BREIDT BREWING Co., Elizabeth, N. J., will start a new edition of the *Breidt Show* over WMCA, New York, Oct. 5. A Sunday half-hour variety show, the program features stars of stage and screen. A. W. Lewin Co., Newark, is agency.

THOS. J. LIPTON Ltd., Toronto (tea) on Oct. 5 starts *Lipton's Tea Musicale* on 33 Canadian Broadcasting Corp. stations, Sun. 6:15-6:45 p.m. EDST. Agency: Vickers & Benson Ltd., Toronto.

FINANCIAL SECURITIES Corp., Toledo, has bought the transcription series, *Touchdown Tips by Sam Hayes*, to be broadcast each Friday night over WSPD. Contract is for 13 weeks.

CHRISTIE BROWN & Co., Toronto (bakers), has started *Twin Keyboards* on CFRB, Toronto, as noon-quarter-hour studio program, Monday through Friday. Account was placed by Cockfield Brown & Co., Toronto.

MAJESTIC CAMERA Co., Chicago, is sponsoring three quarter-hour hillbilly programs weekly on WLW, Cincinnati, 6:45 a.m. (EST), Monday, Wednesday, Friday. Agency is Lane, Benson & McClure, Chicago.

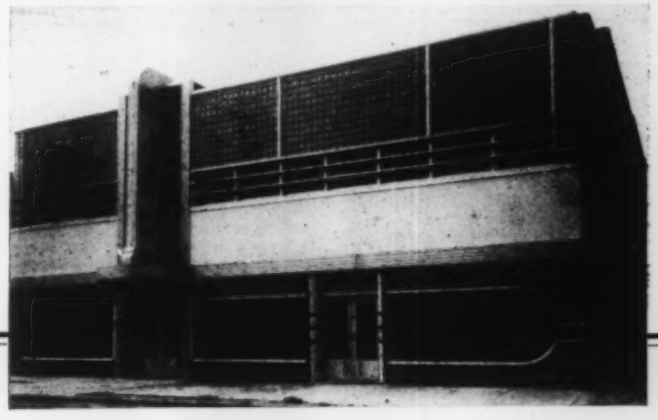
DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal) on Oct. 5 starts *The Shadow* weekly on a number of Canadian stations. Vickers & Benson, Toronto, placed the account.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY

NATIONAL STATION REPRESENTATIVES

CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES



BATON ROUGE HAD 17,427 TELEPHONES IN SERVICE AS OF AUGUST, 1941. COMPARE THIS WITH SIMILAR MARKETS.

The Baton Rouge Broadcasting Company, Inc.

WJBO • W45 BR

WDRC
CONNECTICUT'S PIONEER BROADCASTER
424 Millions
That's Connecticut's INCREASE over 1940 in Effective Buying Income! And you can cover the best part of this market by using WDRC in Hartford. Get all 3 on WDRC — coverage, programs, rate!
Basic CBS for Connecticut

Dizzy Dollars!
There's a constant spending spree in Winston-Salem. Dizzy Dollars by the tub full get locked up by happy retailers every night. Get your share.
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

50,000 WATTS - CBS
425,683 Listening Families*
KWKH
SHREVEPORT
LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Agencies

JACK SAYERS, West Coast publicity director of Young & Rubicam, after more than 10 weeks in the agency's New York offices, has returned to Hollywood. Alfred J. Scalpone, West Coast supervisor of commercials for that agency, has also returned from New York. Along with other duties, he will assist in producing the weekly NBC *Burns & Allen Show*, starting Oct. 7 under sponsorship of Lever Bros. S. S. Larmon, executive vice-president of Young & Rubicam, after Hollywood conferences with Tom Lewis, radio department manager, has returned to his New York headquarters.

MRS SUSAN HAILE, former merchandising counsel for Amos Parrish & Co., New York department store, has joined J. Walter Thompson Co., that city, and will work on the merchandising phase of the New York Dress Institute's advertising and promotion account.

TED FISHER, timebuyer of Ruthrauff & Ryan, New York is the father of a girl, Mary Louise, born Sept. 6.

SYLVIA ANESEN, formerly of WOV, New York, has joined Klinger Adv. Corp., New York, as account executive.

MARIANE L. GRAHAM, copywriter of Glasser-Gailey & Co., Los Angeles, has been elevated to an account executive, with Jo Brooks, receptionist, taking over her former duties. Jerri Zola has been added to the staff as receptionist.

CARL WEBSTER PIERCE, Hollywood radio director of Cesana & Assoc., has written five one-act plays titled *Problem Plays for Business*, which will be published in late fall by Walter H. Baker Co. Series was produced last year under auspices of the San Francisco Junior Chamber of Commerce.

LORD & THOMAS, on Oct. 1 moves its Hollywood radio department to larger quarters, taking over the suite formerly occupied by Columbia Management, prior to its purchase by Music Corp. of America. New address will be 6111 Sunset Blvd., Hollywood.

AL PAUL LEFTON Co., has established West Coast offices at 6253 Hollywood Blvd., Hollywood, with Dorothy M. Stewart as manager. Firm has taken over personnel of Anderson, Davis & Platte, which discontinued its Hollywood offices. Robert L. Nourse Jr., executive of the former agency was in Hollywood during early September to complete arrangements.

JOSEPH C. DONOHUE, formerly radio producer of William Esty & Co., in that agency's New York and Hollywood offices, has joined the radio department of Buchanan & Co., New York.

J. JULIUS ROSENBERG, formerly executive vice-president in charge of radio of Milton J. Adler Co., New York, has been appointed to a similar position with Modern Merchandising Bureau, that city.

DAVID McCOSKER, Pacific Coast manager of H. W. Kastor & Sons, Hollywood, is currently in Chicago on an extended business trip.

Wilson Shifts Eagle

JOHN M. EAGLE, in charge of advertising, promotion and sales of Ideal and Wilsco dog foods, products of Wilson & Co., in the New York office, has been transferred to the company's Chicago office, effective Sept. 15. Robert Kershaw, associated with Mr. Eagle, will assume the latter's duties in the New York office.

Benson to Mathes

MITCHELL BENSON, commercial program manager of WOR, New York, leaves Sept. 23 to join J. M. Mathes Agency, New York, where he will be assistant to Wilfred King, vice-president in charge of radio and motion pictures. Benson has been with WOR for five years, first serving as production manager and then as assistant program director. No successor has been announced.

Fred H. Kenkel Leaves Gardner, Joins Hooper

FRED H. KENKEL, for the past 20 years associated with Gardner Adv. Co. in research, merchandising, space buying and time buying, has joined C. E. Hooper, Inc., in an executive capacity. His new duties will be concentrated on the "Continuing Measurement of Radio Listening," reporting service for station audience measurement in individual markets. Started 11 months ago, this service is now in operation in 21 cities, usually under the joint sponsorship of the stations in the community. Already, 65 stations are under contract, the announcement stated.

Mr. Kenkel

Although in St. Louis for the last two years, Mr. Kenkel was in the agency's New York office during most of his association with the Gardner Co. He holds an LL.B. from St. Louis U and served with the Second Division, U. S. Marines, during World War I.

Gallenkamp Curtailed

GALLENKAMP STORES Co., San Francisco (shoes) which for 4½ years has sponsored *Professor Puzzlewit*, on NBC-Pacific Red on the Pacific Coast, on Sept. 28 will be forced to drop the network and retain but one station, KFI, Los Angeles, due to network commitments. *Professor Puzzlewit* will take the 3-3:30 p.m. spot on KFI. Meanwhile network officials are trying to clear time. Agency is Long Adv. Service, San Francisco.

Writers Adrift

A NIGHT at sea, helpless, in a drifting boat! This experience, such as they had never "dreamed up" for the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O), was experienced by the comedian's two script writers, William S. (Bill) Morrow and Ed Beloin, on Sept. 12. With their wives, they chartered the boat *Manana*, at Avalon, Catalina Island, Cal., for a fishing trip. Engine trouble developed. When they failed to return that evening, the Coast Guard was notified and the boat was found after 16 hours tossing helplessly in the channel. It was towed into Newport, Cal., harbor the following morning, with the quartet suffering from exposure.

MYRON KIRK MOVES TO ARTHUR KUDNER

MYRON KIRK, recently vice-president in charge of new business of Stack-Goble Adv. Agency, New York, and formerly vice-president in charge of radio of Ruthrauff & Ryan, that city, has been appointed radio director of Arthur Kudner Inc., New York.

From 1933 to 1938, Mr. Kirk, as head of the Ruthrauff & Ryan radio department, supervised the broadcasting of many big programs. In 1938 he went to the Coast as vice-president of Famous Artists, but came East again to take charge of radio and new business for Sherman K. Ellis & Co., New York. About two months ago Mr. Kirk went to Stack-Goble Adv. Agency, but left to take the position with Kudner, effective Sept. 15.

Charles F. Gannon, vice-president of the agency, is dropping his former duties as radio director to assume enlarged responsibilities in the supervision of service and business development.

Hedda Honored

IN HONOR of "Hedda Hopper Day" Sept. 16, the second day of the American Legion Convention, Miss Hopper flew to Milwaukee to present special editions of *Hedda Hopper's Hollywood* on Sept. 15 and 17. Program is sponsored by California Fruit Growers Exchange on CBS Monday, Wednesday and Friday in the interest of Sunkist oranges and lemons, and the account is handled by Lord & Thomas, Los Angeles.

WHN Program Syndicate

WHN Transcription Service, which has heretofore operated only as a commercial manufacturing organization under the management of Robert G. Patt, will enter the syndicated program field with a transcribed series of the *Avenger* which has been heard live over the station Tuesdays 9-9:30 p.m. Plans are being made for other syndicated shows.

DAMON WALKE, Los Angeles radio contact of General Foods Corp., died in that city Sept. 9, following a heart attack.

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Wixson Is Named By 17th District

Defense and Other Problems Considered by Sales Heads

HARVEY WIXSON, manager of KHQ-KGA, Spokane, was elected president of the sales managers division of the 17th District NAB at the bi-annual meeting in Portland Sept. 12. He succeeds Charles Couche, KOIN-KALE, Portland, who presided at the session. The district comprises Oregon, Washington and Alaska. Hugh Feltis, KOMO-KJR, Seattle, is secretary-treasurer.

Highlighting the meeting was a luncheon attended by 63 guests representing, in addition to radio stations, all Portland and several Seattle agencies.

Current Issues Discussed

Morning speakers included Palmer Hoyt, KGW-KEX, Portland, "Selling Advertising in the Face of a Shortage of Merchandise Due to National Defense"; Frank Loggan, KBND; Bend, Ore., secretary-treasurer, Oregon Broadcasters' Assn., "Advertising Under Fire"; Archie Morton, sales manager, KIRO, Seattle, "The Values of Station Promotion"; Charles Bailey, research director, KOMO-KJR, Seattle, "Analysis of Audience Mail"; Fred Goddard, sales manager, KXRO, Aberdeen, Wash., "Sales Ideas and Success Stories". These speakers appeared at a general session of all station representatives. Afternoon sessions were split, with smaller station representatives meeting under the chairmanship of Lee Bishop, KMED, Medford, Ore.

The spring meeting of the grouping will be held in Spokane. Radio representatives attending included:

Florence Wallace, KXA; R. C. Ostrander, KFPY; Harvey Wixson, KGA; Harry Buckendahl, KOIN; Charlie Couche, KALE; H. M. Feltis, KOMO; Archie Morton, KIRO; Al Vaughan, KOIN; Bruce Fehtl, KOIN; Glenn Howell, KODL; Bob Maille, KODL; Henry Hogue, KWRC; Del Fitzpatrick, KWRC; Barney Kenworthy, KODL; Marshall Pengra, KRNR; Don Telford, KUIN; Arthur Briggs, KOIN; Newton G. Hedin, KOIN; Del Chance, KOIN; Ben Stone, KOOS; Mark DeCaurnay, KOOS; Lee Bishop, KMED; Hal Byer, KWIL; Glen McCormick, KORE; Frank Coffin, KWLK; Loren Nicholson, KWLK; Tom Olsen, KGY; Fred Goddard, KXRO; Rod McArdle, KXRO; Frank Loggan, KBND; Elroy McCaw, KELA; Chuck Bailie, KJR; Arden Pangborn, KGW; Paul Connet, KEX; Jack Eichenberger, KEX; Jim Mount, KGW; Clark Mears, KOIN; Dick Green, KFPY; Cliff Nelson, KFPY; H. G. Jacobsen, KXL; Tom Case, KOIN; N. A. Davis, KOIN; Bill McCready, KVAN; Ted Kooreman, KALE; Earl Hendrick, KSLM.

NORMAN MacAVOY, formerly with Associated Radio Sales and General Outdoor Adv. Co., New York, and prior to that head of his own advertising agency in Boston, has joined the New York sales staff of William G. Rambeau Co., station representatives.

THOMAS H. LYNCH

MAYBE you are thinking of betting a few bobs against Fordham U's Rams on the gridiron this fall. Or perhaps it's a little radio business you are after—say some of William Esty's Camel, Lifebuoy or Feen-a-Mint accounts. Possibly the bonus you're going to get has you fiddling with amateur architectural plans for that dream house.

Well, if you are thinking of any of these things, Thomas H. Lynch might be a good fellow with whom to cross words. For Tom is a rabid Fordham booster, he holds down the chief time-buyer's job for William Esty & Co., New York, and is an ex-architect—all rolled into one.

Bronx (N. Y.) born in 1914, Tom could easily claim Dublin as his birthplace, if he chose, as Ireland accents his features no little. He did his grammar schooling in the Bronx, and from his early days learned, like the rest of his borough, that the neighboring New York Giants and the Fordham football team were the only clubs worth playing hookey for. Later Tom went to Fordham Prep School and Eastman Gaines Business School, from which he graduated in 1932.

His first job after leaving business school was with the architectural firm of Grosvenor Attebury. There he learned to draw up a good set of blue prints for all types of buildings, but after one year Tom transferred from architectural to agency work, joining William Esty & Co. in 1933. The checking department claimed the first two of Tom's eight years with Esty, while the newspaper production division took care of another three years.

Tom was the assistant time buyer in 1938-39, later going to the research and marketing division in 1940. He came back to radio in December, 1940, taking over the chief time buyer's job, handling both network and spot under direction of Dick Marvin, Esty's radio director.

Tom buys time for the important radio accounts of R. J. Reynolds Co. (Camels, Prince Albert, George Washington Tobacco, Top Cigarette Tobacco); Lever Brothers (Lifebuoy Soap and Shaving Cream); White Labs. (Feen-a-Mint, Chooz); Lehn & Fink Products (Hinds Honey & Almond Cream); Pacquins Labs. (Pacquins Hand Cream); Thomas Leeming & Co. (Baume Bengue).

He was married recently to the former Catherine Berkery, of New York. They live in suburban Mt. Vernon. Tom plays a good game of golf. When not time-buying on Saturdays, he is likely watching the Giants or Rams perform.

TOM McKNIGHT and his wife, Edith Meiser, producer and writer respectively of the weekly NBC *Sherlock Holmes*, resuming Oct. 5 under sponsorship of Grove Labs., have been signed by Warner Bros. to collaborate as writers on a film version of that series. Miss Meiser, currently in New York, has a featured role in the Vinton Freedley musical stage production, "Let's Face It".

Intensive Spot Schedule Is Started by Lorillard

P. LORILLARD Co., New York, during the week of Sept. 15 launched an intensive schedule of one-minute transcribed announcements on an unnamed number of New York City stations for Old Gold Cigarettes. On Nov. 11 the company will renew for another 52 weeks *Clem McCarthy's Racing & Sporting Results*, on WHN, New York. In addition, on Oct. 6, Lorillard will expand *Col. Jim Healey*, news commentator, on WGY, Schenectady to a Monday-thru-Friday basis, 6:05-6:15 p.m. The program which was formerly heard at 6:45-7 a.m. thrice-weekly for Union Leader Tobacco, under the new schedule will plug that product and Beechnut Cigarettes.

Starting Oct. 6 Lorillard will renew for another 13 weeks, 15-minute news programs for Union Leader on WLW KFAB WLS WHB and WSYR; a news program for Ripple tobacco on WWL, New Orleans, and the *Rhythm Four* on WSFA, Montgomery, Ala., for the same product and *Gordon Shaw* for Friends Tobacco on WJR, Detroit. Agency for Old Gold is J. Walter Thompson Co., New York. Other products are handled by Lennen & Mitchell, that city.

IT'S NO WONDER!

WDZ Believes . . PEOPLE ARE YOUR MARKET

Look

278,970 RADIO FAMILIES WROTE 220,113 LETTERS IN 1940.

SPENT $353,799,000 IN RETAIL SALES

PATRONIZED 511 DRUG STORES — 4,388 GROCERS.

SO WILL YOU WHEN YOU GET RESULTS LIKE THESE:

★ W. F. McLAUGHLIN & CO., 610 N. LaSalle Street, Chicago, Illinois. "... We also wish to confirm the fact that our customer A. Frey & Son of Paris, Illinois, more than doubled his purchases during the months of December and January, which we feel is due to your broadcasts. Also Mr. Van Dyke has opened 14 new accounts in the last 30 days in the area covered by your broadcast."

★ REINCKE-ELLIS-YOUNGGREEN & FINN, 520 North Michigan Avenue, Chicago. "... records show that WDZ cost per inquiry is lower than any station on the list. As a matter of fact, per dollar invested in advertising over your station, the results compare favorably with any media used by The Keeley Institute."

★ THE TRAVELERS CASUALTY INSURANCE COMPANY, 166-172 W. Jackson Blvd., Chicago. "... I have also noted the excellent quality of these inquiries as judged from the percentage of closures made by our salesmen. I am very much pleased with this record and I have authorized our advertising agency to renew our contract."

Yes WDZ FOLKS ARE THE Salt of the Earth

THEY WORK WITH THEIR HANDS AND BUY WITH WDZ

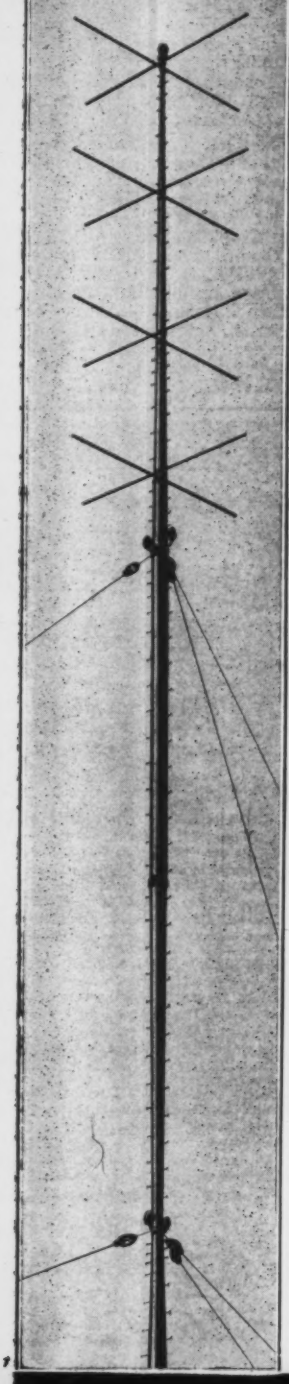
HOWARD H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS

WDZ

★ WDZ BROADCASTING COMPANY ★

KARM
CBS - CP 5000 watts
FRESNO, CALIF.
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

MEETING MODERN NEEDS *Economically*



MONOTUBE VERTICAL RADIATORS

Plus F-M High Gain Arrays

(4 Section Turnstile with Approved Power gain of 2.14)

OFFER YOU THESE ADVANTAGES:

LONGER LIFE √ UNIFORM REACTANCE √ SIMPLE TO DISMANTLE AND MOVE √ GREATER STRENGTH WITH LESS WEIGHT √ 65 TO 100 FEET BETWEEN GUY LEVELS √ FAST DELIVERY AND ERECTION √ LOW MAINTENANCE COSTS √ THE IDEAL UNIFORM CROSS SECTION √ √

★ ★ ★

● All Monotube Radiators are constructed of a series of guyed double-tapered hollow steel tubes designed and guaranteed to withstand pressures developed during a HURRICANE with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 3.6 on the steel and 5.0 on the guy assemblies.

The articulated joint used between the sections prevents the transference of bending moments (introduced by wind) from section to section, thus placing the point of maximum stress in the center of each isolated section; the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center at the point of maximum stress and lessening the diameter and amount of material at the ends at the points of minimum stress.

Each MONOTUBE RADIATOR is individually engineered against power and frequency to properly sectionalize the guy cable assemblies against the eighth harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy-cable design makes the MONOTUBE RADIATORS the ideal units for Directional Antenna Systems.

Write for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.

The BASS CONSTRUCTION CO.
CLEVELAND, OHIO
DISTRIBUTORS AND ERECTORS

Eastern Colleges Plan Training for Technician

A HALF-DOZEN New England schools, including Massachusetts Institute of Technology and Worcester Polytechnic Institute, have indicated they will institute radio technician courses as part of their curricula, according to word received by the NAB from E. E. Hill, general manager of WTAG, Worcester, Mass. At MIT, the courses were instigated by Prof. E. L. Moreland with the support of Mr. Hill and others.

At Ohio State U, Prof. Harry E. Nold, director of engineering science and management defense training, has already arranged for a defense training course in applied electronics to begin Sept. 29. The course, of 12 weeks duration, will be open only to college graduates who have majored in engineering and physics and advanced undergraduates who have completed three years of college work in these subjects.

The NAB further reports J. Frank Jarman Jr., manager of WDNC, Durham, N. C., has recruited 71 prospective students for a radio training course at North Carolina State. In accordance with the plan suggested by A. J. Fletcher, manager of WRAL, Raleigh, the North Carolina stations are forwarding names of prospects to college officials.

Radio Defense Position To Get IRE Attention

RADIO's place in the defense picture, along with discussions of individual engineering advances, will receive prime attention at the annual fall meeting of the Institute of Radio Engineers, to be held Nov. 10-12 in Rochester, N. Y. A highlight of the meeting, according to the program announced recently, will be demonstration of the newly developed RCA "alert receiver".

Papers to be presented cover the use of plastics in radio, 1942 civilian radio design, new aspects of radio engineering economics, the research accomplishments of the electron microscope, a method of introducing good synthetic bass response into small receivers, design of solid dielectric flexible R-F transmission line, design of an FM signal generator, new magnetic materials, new advances in iron cores, alternate carrier synchronization in television. Dr. W. R. G. Baker, RMA director of engineering, will present his annual message on Nov. 11.

ASSOCIATED Broadcast Technicians Unit of the IBEW has negotiated a contract with KMMJ, Grand Island, Neb., the fifth Nebraska station to obtain a contract. Others are KOWH and KOIL, Omaha, KFAB and KFOR, Lincoln.

WITH, Baltimore, has announced the appointment of Headley-Reed Co. as its national advertising representative, effective Sept. 15.

in the CONTROL ROOM

A. B. CHAMBERLAIN, CBS chief engineer, spoke on "International Broadcast Facilities" before the Connecticut Valley section of the Institute of Radio Engineers in Hartford Sept. 19.

ED ZSCHAU and Congor Reynolds, formerly of WHIP, Hammond, Ind.; Bernard Neher, formerly of WDZ, Tuscola, Ill.; Anthony Kowalewski, formerly of WEDC, Duluth; and William Scharlach, from the Des Moines police department, have joined the engineering staff of KSO-KRNT, Des Moines.

WALLY WHITMAN, engineer of WTRY, Troy, N. Y., is the father of a baby girl.

A. ELLSWORTH COVELL, formerly assistant chief engineer of WKZO, Kalamazoo, Mich., has been named chief engineer. George Ludtke and Kenneth Moore have been added to the WKZO engineering staff.

GENE ENGLISH, CBS Hollywood engineer, has been transferred to the production department.

RALPH HICKMAN, chief engineer of KGNO, Dodge City, Kan., on Aug. 1 married Grace Marie Sullivan.

GORDON SHERMAN, recording engineer of KMOX, St. Louis, recently married Marie Samelson.

FRANK CASTANI, engineer of KMOX, St. Louis, is the father of a recently-born baby boy, his fifth child.

HAROLD KNUTE BERGMAN, formerly of WCAD, Canton, N. Y., has joined WGY, Schenectady.

BILL OVERSTREET, technician of KYA, San Francisco, was first member of the staff to bag a buck when deer season opened in Northern California.

BILL REUTER has been named transmitter engineer of KIRO, Seattle. James Upthegrove has been named studio engineer in charge of maintenance and special events and Orva Steele has been added to the staff of operating engineers.

GLENN R. COLVIN has joined the engineering staff of WTAR, Norfolk, Va.

EDWARD FRANKLIN, operations director of KJBS, San Francisco, and Elizabeth Edwards were married recently in San Francisco.

ROBERT R. SNOW has been added to the engineering department of WMBD, Peoria.

CHARLES K. CHRISTMON, studio engineer of WAIR, Winston-Salem, N. C., leaves Nov. 1 to join the British Civilian Technical Corps in London.

L. G. WOODFORD has been appointed chief engineer of AT&T. Formerly an assistant vice-president, he has been in charge of operation and engineering since July, 1940 in the absence of W. H. Harrison, vice president, now in Washington as director of the OPM production division.

TOM HANLON, CBS Hollywood announcer, is cast in a simi'ar role in the MGM film, "Babes of Broadway" now in production.

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WI
WINX BUILDING • WASHINGTON, D.C.

At Football Mikes

SEPT. 27 marks the opening of the football season for Ted Husing and his assistant, Jimmy Dolan, who will describe the Michigan-Michigan State game for CBS listeners; Fort Pearson, who will give a play-by-play account of the Ohio State-Missouri contest on NBC-Red, and Bill Stern, who will report on the Minnesota-Washington battle on the Blue. Each Saturday throughout the 1941 season these sports experts will cover the outstanding games for listeners as a network sustaining service.

Tower Speed

REPLACEMENT of the complicated directional antenna system of KMBC, Kansas City, leveled Aug. 25 by a 75-mile gale, was accomplished in less than a month with one quarter-wave antenna being re-erected in only 12 days. The second tower, permitting KMBC to resume its 5,000 watt full-time operation, was completed Sept. 20.

Newspaperman Sells Interest

THE 5% stock ownership in WMUR, Manchester, N. H., held by Edward J. Gallagher, publisher of the *Laconia* (N. H.) *Citizen*, has been sold by Mr. Gallagher to Mrs. Francis P. Murphy, wife of the Governor of New Hampshire. Gov. Murphy originally owned 90% of the stock and James J. Powers, member of the Interstate Bridge Authority, holds 5%. The station was authorized last year to use 1,000 watts night and 5,000 day on 610 kc. and went into operation last spring.

CHARLES P. BLACKLEY, general manager of WSVA, Harrisonburg, Va., has applied for a local in Staunton, Va., to operate on 1240 kc. with 250 watts unlimited.

More for Safeway

SAFEWAY STORES Inc., Oakland, Cal. (Nob Hill Coffee) on Sept. 22 will extend its radio schedule to include 25 stations, the campaign to continue to the end of the year. Thirty-five and 50-word chain break announcements are to be used, five times weekly at the start of the campaign and ten times weekly later. Agency is McCann-Erickson, San Francisco. The station list: KFPY KOMO KLRA KGW WKY KRLD KGKO KSFO KVOO KNX KLZ KFH KDYL KMBC KFAB KOIL WOL WRVA KGLU KVOA KYUM KTUC KTAR KOY KSUN.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted Announcer And Engineer-Announcer—Eastern State. Send transcription experience and salary expected. Box 929, BROADCASTING.

Announcer Wanted — Send qualifications, full data, salary expected first letter. KTSM, NBC Blue & Red, El Paso, Texas.

Transmitter Operator—Detail qualifications, age, references, photo and expected starting salary. M. E. Thompson, Chief Engineer, WSAV, Savannah, Ga.

Announcer—With operator's license for a 250-watt network station in Alabama. Send qualifications, salary expected. Box 928, BROADCASTING.

Wanted — Experienced commercial man with drive, ability and ambition, able to build and hold sales. Permanent position in expanding market for the right man. Box 932, BROADCASTING.

New Broadcasting Station Requires Two Experienced Announcers — One senior, one junior. Special delivery mail direct to station giving information relative to experence, age, married or single, former employment, and salary expected. Station WEIM, Fitchburg, Mass.

Situations Wanted

Experienced—10 years, local and network. Desires position as manager or sales manager. Box 946, BROADCASTING.

Station Manager—Experienced. Excellent references. Now available. Box 942, BROADCASTING.

Assistant, Office, Or Personnel Manager—Good references. Experienced. Box 943, BROADCASTING.

Sports Announcer—Play-by-play, all sports. Sports commentary, recording, and references. Box 930, BROADCASTING.

Experienced Announcer — Desires permanent connection. News. College major in production. Continuity writer. References. Box 935, BROADCASTING.

Experienced Salesman—Excellent program ideas, ten years comprehensive network-regional background. 32. Married. Box 934, BROADCASTING.

Can Save—My salary in supervising construction, equipping and staffing your new station with minimum delay. Box 944, BROADCASTING.

Studio Engineer—Have first class license. Five years studio experience with RCA and WE equipment, old and new. Classified 3A. Box 931, BROADCASTING.

Versatile Woman Writer—Producer, personal guidance expert, saleslady—excellent radio and newspaper background. Four regular programs previous station. Best recommendations. Box 945, BROADCASTING.

Situations Wanted (Continued)

Agencies—Man short in your radio department? Twelve years experience. Nearly any position. Excellent references. Available immediately. Box 941, BROADCASTING.

Assistant Station Manager Or Assistant-To-Station-Manager—6 years with prominent Washington consulting engineer; AB in business administration; accounting experience. Age 28, married. Box 940, BROADCASTING.

Announcer — Newscaster, special events, street show. Reliable staffman, responsible follow through each program. Five years experience. Employed. Knowledge production, sales, copy. Moderate salary. References, disc. Box 937, BROADCASTING.

Just A Minute—Or a show, crack copy girl multiplies results for you. 6 years experience every department. Top references. Any live station or agency write Box 933, BROADCASTING.

NEWSCASTER-ANNOUNCER—Five years experience commercial, special events, emcee, production. Now doing nightly commercial newscast on regional network. Desires change for personal reasons. Married, draft deferred. References. Box 928, BROADCASTING.

Manager-Program Director — Employed — college graduate. Married. Good habits. Have worked in every part of country with experience in every department. Forty weekly for both positions. Specializes in building and setting up new stations. Past record proves financial and programming ability. Box 934, BROADCASTING.

DO EXECUTIVES READ THIS COLUMN?—Perhaps my qualifications for manager's or program director's position will interest one. Married, age 30, at present production manager 50 kw station. In radio nine years as writer, producer, announcer, publicity director, news editor of 100, 1000 and 5000 watt stations. Formerly advertising salesman. Have excellent references, record for stability, ideas, organization, diplomacy, commercial consciousness and economical showmanship. Current income $5000. Primarily interested responsible opportunity. Box 939, BROADCASTING.

Wanted to Buy

Complete—Used equipment for local station. Write Box 926, BROADCASTING.

Used Broadcast And Supplementary Equipment—Bought, sold, exchanged. What do you need, and/or want to sell? HOLLISTER CRYSTAL COMPANY, Hotel Lassen, Wichita, Kansas.

For Sale

Western Electric — 250-watt transmitter, excellent condition. Less than year old. Station WGNY, Newburgh, New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AFCCE
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

Detroit, San Francisco, Los Angeles Are Given CPs for FM Stations

TWO MORE FM stations were authorized on the Pacific Coast and one in the Midwest when the FCC last Tuesday issued construction permits for commercial high-frequency outlets in Los Angeles, San Francisco and Detroit.

The Los Angeles grant for a Class C station was made to Earle C. Anthony Inc., licensee of standard broadcast stations KFI and KECA, with the proviso that the permitee file for modification of construction permit within 60 days to specify use of the 43.7 mc. channel with a coverage area of 38,000 square miles. Under the Commission's system of assigning call letters, the new station, the fifth thus far granted in the Los Angeles area, will probably be K37LA.

The San Francisco outlet was authorized to Hughes Tool Co., owned by Howard Hughes, multimillionaire sportsman, aviator and movie director, and will employ the 44.5 mc. channel with a service area of 10,800 square miles.

WJR, The Goodwill Station, license of WJR, was the recipient of the Detroit grant which will operate on the 45.3 mc. to cover 6,800 square miles. Action gave Detroit its third FM station which probably will be assigned the call letters W53D.

WTMJ, Milwaukee, and its FM adjunct, W55M, covered the American Legion convention in Milwaukee last week carrying six remotes from the scene of the Legion parade and other activities and by carrying speeches of Secretary of War Knox, General Marshall, Fiorella La Guardia and Josephus Daniels, new national commander of the veteran organization.

W47A, Schenectady, N. Y., the first independent commercial FM station, relayed the broadcast of President Roosevelt's speech Sept. 11 to the Proctor Theatre. The theatre headlined its paid newspaper advertising with a two-inch billing announcing the broadcast.

Proposals to Censor Communications Are Told to Congress by Army and Navy

ACTING Secretary of War Robert Patterson and Acting Secretary of the Navy James Forrestal informed Congress last week that both the Army and the Navy are preparing plans for censorship of all communications between the United States and any foreign nation, American overseas possession or ship at sea.

According to the information submitted to Congress such control would be applied to both outgoing and incoming communications by any means of transmission and is supposedly intended to prevent espionage and entrance of foreign propaganda.

Subject to Approval

Both Mr. Patterson and Mr. Forrestal told Congress that the current plans do not contemplate compulsory censorship of the press and that they must be approved by a "higher authority" and would have to be supported by legislation.

No elaboration of the Army-Navy plans were made in letters sent to the House Military and Naval Committees, which raised a question in the minds of some network officials as to how they might affect shortwave broadcasts carried domestically on American networks and originating in Axis countries. At present these broadcasts are, like those from England and Russia, censored at the source. Whether the tentative Army-Navy plans would entail an additional check before they were released in this country is not known nor are officials inclined to discuss the subject.

It is known, however, that Government officials are especially desirous of checking outgoing messages to prevent enemy agents from transmitting "information of comfort" to unfriendly foreign powers. At the same time, the prevailing philosophy of those charged with planning censorship is that there also must be a checkup on shortwave broadcasts from the United States or of broadcasts which might be picked up by unfriendly powers. It has been reported unofficially in Washington that the Navy has taken lease of two floors in a large downtown office building in New York as New York headquarters for a censorship staff to handle outgoing messages. When these facilities would be placed in actual use is not known, but it is thought the recent decision to shoot at Axis ships on sight might serve to hasten their use.

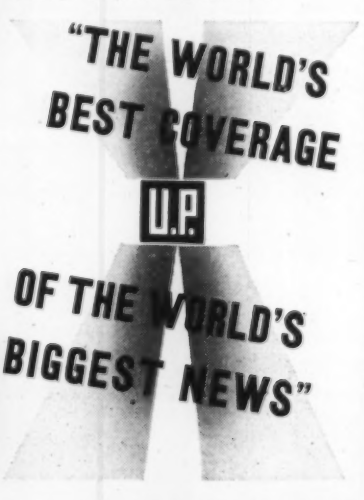
In his letter Mr. Patterson said "the War Department has, in the past, examined into and studied the question of compulsory censorship of the press and radio, and many other problems, with a view to being prepared to offer timely solutions should the need therefor be required to the interests of national defense." However, he pointed out there were no such plans along that line now in preparation by the War Department.

Mr. Forrestal's letter followed the same lines as that from Mr. Patterson. Both communications were in response to a resolution introduced by Rep. Shaefer (R-Mich.) as to whether censorship plans are under consideration. After hearing the letters, the House tabled the resolution.

World Wide's Third

WORLD WIDE Broadcasting Corp., Boston, was recipient of a construction permit for its third international station when the FCC last Tuesday authorized the licensee of WRUL and WRUW to construct another station at Scituate, Mass. WRUL and WRUW are also located at Scituate. Grant specified the new shortwave station is to operate on 6040, 11730, 11790, 15130, 15350 and 17750 kc. using A3 emission with 50,000 to 100,000 watts. The licenses of WRUL and WRUW which operate on these frequencies will be modified to share time with the new station.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.



GE TO USE DISCS FOR FM RECEIVERS

FM WILL BE stressed in a vertising and promotion of 19 line of General Electric radios, a cording to H. J. Deines, advertisi manager of GE radio and telev sion department, Bridgeport, Co In addition to a campaign national magazines, newspape and other media a series of tra scribed announcements and son have been prepared for radio a vertising of FM, which is to g under way in October [BROADCAS ING, Sept. 1].

The disc, to be played on stan ard broadcast stations only in are where FM service is available, a five minutes in length and are titl *Swing to FM*, featuring Ha Scott, pianist, and the Golden Ga Quartet. The latter will give a ne twist to commercials in the for of story-songs—telling in so what the advantages of FM mea to such popular characters Casey Jones, Noah, and the M on the Flying Trapeze.

Another feature of the FM a vertising campaign is a 20-minu color sound movie that gives clear explanation of the adva tages of FM over AM in simp animated drawings. Titled *Liste It's FM*, it will be shown to bu dealer and consumer groups as educational movie.

Other advertising and prom tional items include a GE F primer, explaining FM wi sketches and in simple languag an outdoor advertising poster f cooperative advertising; and sto and window displays. Agency Maxon, Inc., New York.

WWSW's FM Outle Now Bonus to Sponsor

W47P, FM adjunct of WWS Pittsburgh, the first FM outlet Pittsburgh as well as in the ent state, will duplicate programs WWSW affording advertisers t advantage of duplicated comm cials at no extra cost until furth notice, according to Frank Smith Jr., general manager of b stations.

Currently W47P is conducting campaign promoting FM in Pit burgh. During the county fair, s cial exhibitions of the new hi frequency type of broadcast were given for the benefit of t public. W47P is also carrying WWSW broadcasts of the Pit burgh Pirates baseball games had announced an extensive f and winter schedule of sportsca which will include descriptions Pittsburgh Steeler pro foot games, Pittsburgh Hornets hoc matches and collegiate football basketball games.

WSAI Seeks Booster

TO IMPROVE its downtown C cinnati coverage, WSAI, sister s tion of WLW, last week applied the FCC for a 250-watt boos station to be synchronized on 1360 kc. channel. Two Washing stations—WINX and WWD have booster stations to supp ment their main 250-watt tra mitter outputs, as a means of e ering the metropolitan area. W holds a construction permit 5,000 watts fulltime for its n transmitter.

Bar Group Urges Freedom of Radio

Advises Further Study Before Conclusive FCC Action

REAFFIRMING its support for a "free radio," with reasonable Federal regulation but no Government operation, the report of the standing committee on communications of the American Bar Assn., to be presented at the Sept. 29-Oct. 3 ABA convention in Indianapolis, indicated that further consideration should be given to such propositions as the network-monopoly regulations before the Government takes conclusive action.

With public opinion strongly in favor of private ownership and management of radio and communications facilities and operators doing a "reasonably satisfactory" job of presenting opposing points of view on controversial subjects, the bar committee warned that "as between the special disadvantages of Government ownership and the special disadvantages of private ownership in the radio field, the latter are relatively slight, under proper governing regulations, as compared with the serious dangers of public ownership.

Need of Balance

On the necessity of maintaining a balance in controversial discussions, the committee report stated: "The balance can be attained only by intelligent and affirmative executive effort. Any agency which undertakes this task of maintaining a proper balance should be and will be subject to searching criticism. It is our view that whatever the difficulties of attaining this balance when programs are privately managed, the difficulties would be immensely more serious if programs were under Government control, because in this country Government control means party control and is closely tied in with politics.

Admitting the need for regulation, the committee observed that radio's technical and economic problems point to the conclusion that under private operation "a considerable extent of monopoly and a considerable degree of 'bigness'" must be expected in the network units which are involved.

Smaller competitors should be encouraged and monopoly discouraged as far as possible without upsetting the private proprietorship system, the report stated, although in deciding how far regulation should go it should be remembered that "if regulation proceeds to the point where the public becomes dissatisfied with the service it gets, the public, which now favors private ownership, might become inclined to favor public ownership—against its long-term interest."

The committee urged reasonable chances of safety and profit for radio operators, although declaring there should be no vested interest in licenses. Unless Governmental regulation affords reasonable incentives to commercial success, private capital cannot be expected to risk the large amounts necessary to operate in a technical and rapidly developing field like radio, it was pointed out.

Apart from the network-monopoly regulations, the report briefly reviewed, with recommendation or comment, the ASCAP controversy, the Defense Communications Board, legislative recommendations of the Federal Communications Bar Assn., the newspaper-ownership proceedings and several court actions. The committee, headed by Robert N. Miller, Washington tax attorney, also includes E. M. Borchard, John M. Davis, C. E. Kenworthey, W. N. Seymour.

SPECIAL EVENTER ROBERT MORARD, who has been called for active duty in the Naval Reserve Sept. 15, was host at a very special event at WBBM, Chicago, when the feminine office staff turned out to salute his embarkation on a naval career. He will be attached to the public relations staff of the 9th Naval District in Chicago.

Canadian Flour Firms Drop

CANADIAN FLOUR companies will not use networks to advertise flour this season, it being understood that all options for network time have been cancelled by Western Canada Flour Mills, Maple Leaf Mills and Robin Hood Flour Mills, major flour companies using networks last season. Various reasons and conjectures are given for this move, but the move is by mutual arrangement among the flour companies, according to one executive. The advertising of cereals and specialties by radio will continue on a somewhat smaller scale, though no programs are as yet ready for announcement.

DRUG ADVERTISING IS 15% OF SALES

DRUG and medicine manufacturers, heavy users of radio time, spend about 15% of their total sales on advertising, according to a Federal Trade Commission analysis of the medicine-drug manufacturing field revealed last Tuesday. The report was compiled as part of a wide-scale FTC project for collecting annual financial reports of industrial corporations operating in principal U. S. industries.

The FTC report stated that consolidated sales for 23 of the "more important" concerns covered in the survey during 1939 aggregated $470,800,985, of which $416,501,001, or 88.7%, represented domestic sales, and $53,299,984, 11.3%, export and foreign sales. Based on figures supplied by 17 of the 23 corporations, advertising expense for these 17 firms amounted to $32,510,528 in 1939, or about 17% of the 17 companies' aggregate expenses of $178,236,837, the report indicated. Projected on an industry-wide basis, it was shown that advertising expense averaged about 15% of the total expense figure for the industry.

Other Expenses

In addition to the advertising item in the breakdown of expenses, which amounted to 15.1% of total expenses, selling expenses represented 12.1%; administrative and general office expenses, 6.2%; taxes, 1.6%; social security and pension fund payments, .9%; research and development, 1.1%. Expenses were shown to account for 37% of total sales, with an eventual net profit from manufacturing and trading of 16.9 cents from every dollar of sales.

The FTC also reported that nine of the principal flour milling corporations during 1939 spent for advertising about 3.4% of their total sales, which amounted to $315,099,410. The total of items listed as expenses represented 14.9% of total sales, with selling expenses amounting to 7.2% and administrative and general expenses, 3%.

WGNY
1000 WATTS
NEWBURGH, N. Y.

NOT FOR SALE

Our results-getting power is not for sale . . . we only sell you the time (and throw in the results at no extra cost).

WGNY is doing a bang-up job. We have gone from 250 watts to 1000 watts . . . more power at no extra cost . . . you can buy now at the old rates.

Take advantage of WGNY coverage . . . WGNY service . . . WGNY results. You'll be doing your client a super service.

BUY WGNY

WGNY
REPRESENTED BY
HEADLEY-REED CO.

TODAY
is the time to get up to the minute
INFORMATION
on this
MAJOR MARKET
Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.
WLAW
5000 WATTS • 680 KC.
COLUMBIA AFFILIATE
National Representatives
THE KATZ AGENCY, Inc.

Lowest National Rates in New Orleans
QUARTER HOUR—DAYTIME
$20.00
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

ILLINOIS?
Reach a big chunk of it thru the DECATUR station
250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

KNX
50,000 WATTS
LOS ANGELES
CBS

WHN, AFRA RENEW; OTHERS APPROVED

WHN, New York, has signed a renewal contract with the American Federation of Radio Artists, covering staff artists and announcers employed at the station. AFRA announced also that contracts covering talent at WHK-WCLE, Cleveland; WOOD-WASH, Grand Rapids, and KRLD, Dallas, have been completed and ratified by the AFRA board. The union's field representatives, Vic Carter and Hyman Faine, are in Miami and Washington, D. C., respectively.

There has been no activity on the television front, Mrs. Emily Holt, national executive secretary of AFRA, stated, adding that AFRA sees no need for haste in organizing this new entertainment field as long as the television broadcasters —NBC and CBS in New York— are supporting the medium at their own expense.

Actors Equity Assn., however, has expressed the counter theory that if contracts are secured now and the telecasters recognize the rights of the talent unions to establish standards, it will be easier for the unions to revise those standards in line with the new industry's economic advancement than it would be if the television broadcasters set their own standards now.

Devaney to Be Candidate For U. S. Senatorship

JOHN P. DEVANEY, former chief justice of the Minnesota State Supreme Court and controlling stockholder in WLOL, Minneapolis, regional outlet authorized in January, 1940, announced at the convention of Young Democrats of Minnesota on Sept. 13 that he intends to seek the nomination for U. S. Senator from that State.

He would run against Joseph Ball, Republican incumbent whom Gov. Harold Stassen appointed last year to fill the unexpired term of the late Senator Lundeen, Farmer-Laborite. Senator Ball is a supporter of the Administration's foreign policy, and Judge Devaney announced he would also support Roosevelt policies. Senator Ball is expected to have the support of Wendell Willkie as well as Gov. Stassen, and Administration support for Judge Devaney is foreseen. The Minnesota primaries are next March.

"You see, we listen regularly to the ten daily newscasts on WFDF Flint Michigan. That's how we knew we'd have you for dinner."

Ju-Jitsu

EVEN hillbillies and policemen sometimes get fooled. Louis Bono, WWL's No. 1 hillbilly and a member of the New Orleans police department, was showing Howard Summerville, manager of the station, what a ju-jitsu expert he was by demonstrating his best, unbreakable hold on him. Imagine Hillbilly-Officer Bono's surprise when his extra-special grip didn't work and he went flying over Mr. Summerville's head. Hillbilly-Officer Bono then discovered that Manager Summerville used to be an amateur wrestler.

Secret German Station Is Uncovered in Mexico

DISCOVERY of a clandestine Nazi radio station in Mexico, near Las Palmas in the State of Chiapas was reported last week by the newspaper, *Excelsior*. According to the paper the station, with both long and shortwave facilities, has been using the call letters XAGX. The newspaper also disclosed that the Communications Ministry and the Senate had been informed of the discovery. Chiapas, where the station is located, has long been rumored as a center of Nazi activity due to the large number of German residents and, stated the *Excelsior*, XAGX had been spreading Nazi propaganda in Southeast Mexico and Central America.

It was reported unofficially in Washington that the monitoring staff of the FCC had drawn beams on the Mexican station and had been satisfied it was a Nazi propaganda agency.

DEEP IN THE NIGHT
Fast Growing Audience Noted For Early Hours

A TEST of what is believed to be a rapidly growing audience in the early morning hours was started in the second week of September when CKLW, Windsor-Detroit, rebroadcast its 7 p.m. Chrysler sponsored program at 3 a.m. as part of its *Dawn Patrol* show.

Manager J. E. Campeau decided to undertake the experiment when telephone calls for the *Dawn Patrol* began to increase in unusual proportions. This he attributed to the thousands of added defense workers changing shifts in factories who were using their home radios as well as car radios to and from work.

The Chrysler show was chosen for the test because it is a quarter-hour show with a comedy format, somewhat similar to the *Dawn Patrol* pattern. Listeners have been told the object of the rebroadcast and a strong bid for mail and phone response is being made.

New California Corporation

INCORPORATION papers have been filed with the Secretary of State at Sacramento, Cal., by the Palo Alto Radio Station Inc., $50,000 radio broadcasting company of Santa Clara County. Albert A. Avelrod of San Francisco heads the list of directors.

Nets Grant Permission To Record Defense Talk

NETWORK permission governing delayed broadcasting of speeches by public officials and programs in the interest of national defense has been obtained by John Shepard 3d, Yankee network president and chairman of the NAB National Defense Committee. The delayed broadcasts are permitted when facilities are not available for live broadcasts.

CBS affiliates have blanket authority, Mr. Shepard was told by H. V. Akerberg, CBS station relations vice-president, to transcribe and repeat such programs without securing special permission.

William S. Hedges, stations vice-president of NBC, said that network did not desire to give blanket permission but would "bend every effort to give prompt answers when their affiliates request permission on any specific program" of the above type. MBS affiliates, according to Fred Weber, general manager, may record and repeat programs without securing permission.

U. S Schedules Mailed

WEEKLY mailings of U. S. shortwave radio program schedules for Latin America have been started by the Office of the Coordinator of Inter-American Affairs, headed by Nelson Rockefeller, according to a Sept. 16 announcement. The first mailing, including 40,000 programs for the Oct. 12 week, went out last week. Printed in three languages—Spanish, Portuguese and English—the schedules are designed to supply detailed information to Latin American listeners on all shortwave programs broadcast from this country to the other American republics.

MBS Anniversary

MBS, completing its seventh year of operations on Oct. 2, started in 1934 as a four-station hook-up comprising WOR, Newark, WLW, Cincinnati, WGN, Chicago, and WXYZ, Detroit, and today includes 173 affiliates in the United States, Canada and Hawaii. A gala anniversary broadcast is planned for Oct. 2, which will also serve as a welcome salute to WGR, Buffalo, WCAE, Pittsburgh, and WFBR, Baltimore, which are to join MBS as basic fulltime outlets during the preceding week.

EVERSHARP Inc., Chicago, has been charged in a Federal Trade Commission complaint with misrepresentation of the guarantee on Eversharp Repeating Pencils in advertising in radio and other media, according to an FTC announcement last Friday.

Announcer WANTED
Give qualifications and salary expected.
KTSM NBC-B.&R. El Paso, Tex.

DCB Takes Measures To Expedite Priorities

MOVING to expedite procurement of raw materials and supplies for radio manufacture and repair, the Defense Communications Board last Thursday announced membership of the newly-authorized five-man Defense Priorities Committee. Four of the nine DCB industry committees also had named their "priority representatives", to function as advisors to the special priorities group, as BROADCASTING went to press last Friday.

Members of the Committee 13, as announced by DCB, are Col. Roger B. Colton, director of the material branch of the Office of the Chief Signal Officer of the War Department; Comdr. R. J. Mauerman, U. S. Coast Guard; Lt. Comdr. R. H. Griffin, U. S. N. R.; Joseph Keating, alternate Harvey Otterman, State Department; E. K. Jett, FCC chief engineer, alternate A. W. Cruse, FCC.

"Priority representatives" named by four of the industry subcommittees include: L. G. Woodford, assistant vice-president, AT&T, and Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn., telephone; Ellery W. Stone, executive vice-president, Postal Telegraph Co., and E. R. Shute, vice-president, Western Union, telegraph; Paul Goldsborough, president, and A. E. Harrison, engineer, Aeronautical Radio Inc., aviation; George W. Bailey, president, American Radio Relay League, amateur.

General Oil Duo

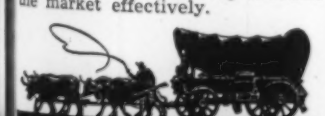
GENERAL PETROLEUM Corp. of Cal., Los Angeles, on Sept. 17 started sponsorship of *Football Forecast*, a transcribed quarter-hour program, with Sam Hayes, sportscaster, Wednesday, 6:30-6:45 p.m. (PST) on the following CBS-Pacific stations: KNX KSFO KARM KIRO KOIN KFPY KOY KTUC. Company is also sponsoring *I Was There* on the CBS-Pacific network, Sunday, 9-9:30 p.m. (PST). Agency is Smith & Drum, Los Angeles.

Defense Work Brings Business Boom to Wichita, Kansas

America's "biggest business" — national defense — has sent economic and physical Wichita skyrocketing to new heights unparalleled in the history of Kansas' "Air Capital." Wichita's metropolitan area population now officially estimated at 140,000, is expected to reach 160 to 200 thousand by 1942 if present trends prevail.

That's why we say that the Wichita market is a **must** on the schedule of every national advertiser.

And KFBI, the "pioneer voice of Kansas," offers a good way to reach the market effectively.



The Pioneer Voice of Kansas

KFBI • WICHITA

5000 WATTS DAY • 1000 WATTS NITE

HOW ARMY CAPTURED KELD

Veteran Broadcasters Take Over as Military Authorities Commandeer Station

THE ARMY TAKES OVER at KELD, El Dorado, Ark., during maneuvers in the South. Wilfred McKinney, KELD program director, handed station books to Capt. Barney Oldfield. Involved are (l to r) McKinney; John Riley, chief engineer; Ewing Canaday, assistant manager; Capt. Oldfield; Brooks Watson, representing War Department.

By CAPT. BARNEY OLDFIELD
Radio Public Relations, Second Army

WHAT IS BELIEVED to be the first time an army actually "captured" a radio station, took it over, and operated it for a day, was perpetrated at El Dorado, Ark. Sept. 2 by the Second Army radio public relations staff [BROADCASTING, Sept. 8].

The "capture" was friendly, of course, and pre-arranged by Manager Fletcher Bolls, of KELD, with the writer, who is director of the ether publicity section of Lt. Gen. Ben Lear's forces.

The station, while anticipating some small reaction to the stunt, was unprepared for what happened. In all the six years of its operation, there had never been a time when as many people gathered in the studio and on the lawn outside to watch as they did on "Army" day.

From Miles Around

The telephones rang so constantly, it was necessary for two men to answer all calls. People came from miles around. They brought fruit, sandwiches, soft drinks, watermelons, and cakes, until the studio resembled a delicatessen store prepared for weekend rush trade.

The Second Army radio section is composed of men who had had previous air experience. John Conrad, a private in the 35th Division, was made chief announcer and program director for the day. Conrad was formerly with KWK, in St. Louis, and WLW, in Cincinnati. He breezed through half the news periods, then shared with his assistant, Private James D. Asher, once with WREN, Lawrence, Kan., and later with the Yankee Network in New England. He's a 27th Division boy.

Sam W. Dobrans, once with CBS and also with Curtis & Allen Agency, was the interlude gabber between transcribed musical selections. Larry Sanford, a private formerly with WDZ, Tuscola, Ill., was the comedian. He did three hillbilly cornerops during the day as Top-hand Charlie, and was a KELD neighborhood wow.

For the Ladies

Another hit was the women's program department conducted by Sgt. William (Sweet William) Duncan. He is the original "Oinie" of WGN's Paul Fogarty's "Draftie" cartoon strip which runs in 67 newspapers. Duncan with safety pins in his mouth, a doll for his workbench, and a trowel, went into everything from care and feeding of children to planting dahlia bulbs. He was a three times repeated feature, too.

The 35th division furnished most of the other talent, and the programming of the day had about four bands, a featured pianist, Joe Ahlin, formerly of KHAS, Hastings, Neb., and a violin soloist, Rudy Schultz, who used to be with KMOX and KSD, in St. Louis.

Things were going so merrily for Fletcher Bolls, the manager, after about four hours, he decided to have a little fun on his own. He faked an INS report on his teletypes that another Army was coming on to take the station away from its soldier holders. The news broke just as a band was setting up, so they immediately tore down and scrammed to evade capture. Bolls prank cost him a musical feature, but the laugh and uproar was worth it.

On the Nose

Aiding the enlisted men where and when needed were Brooks Watson, alumnus of WMBD, Peoria, Ill., now with Ed Kirby's radio branch in the War Department, and Capt. Oldfield, grad from the Don Searle mill at KOIL-KFAB-KFOR, Omaha and Lincoln, Neb. Watson

(*Continued on page 57*)

TOLEDO
A Fort Industry Market

"GRIN DEALERS"
said the punster

Recently the Grain and Feed Dealers of America convened at Toledo's Commodore Perry Hotel. On the ground floor of the Commodore Perry is located the Toledo Chamber of Commerce.

Quipped a newspaperman in passing the latter headquarters: "Grain dealers upstairs — Grin dealers down here."

It's easy to grin when you're selling a town that sells itself. Here industry and agriculture meet. Here 650 diversified industries offer a 90 million dollar-plus payroll. Here WSPD continues its 20 year habit of WINNING AND HOLDING LISTENERS. Ask our grinning colleagues of the KATZ AGENCY.

A FORT INDUSTRY STATION

5,000 WATTS

WSPD

TOLEDO, OHIO

Associated Oil Grid Season On Coast to Exceed $250,000

Deal Says Schedule Will Include 91 Games With Service Teams Included for the First Time

EXPENDITURE of over $250,000 for the broadcast of football games on the West Coast this year, which will total 91 games, the greatest number ever broadcast by it, was announced by Harold R. Deal, advertising and promotion manager of Tide Water Associated Oil Co., San Francisco.

This is the 16th consecutive year that the oil company has sponsored all games of the Pacific Coast Conference [BROADCASTING, Sept. 15]. In addition to the conference games this year, Tide Water will sponsor the leading independent and uniformed service games. The list of stations this year, too, is greater than it has been in the past.

New Hookups

Don Lee-Mutual and NBC-Blue will be used this season, supplemented by independent stations. Friday night games in the San Francisco area will be released over KQW; those in the Portland, Ore. area over KWJJ; in Spokane, Wash. over KFIO and in the Los Angeles area over KMPC.

A special network of broadcasting of Sunday games in the California area will link together KQW, San Jose and KMPC, Beverly Hills to provide Sunday football releases in both areas.

Stations in California, Oregon, Washington, Nevada, Arizona, Idaho will carry the football games as well as those in Hawaii. For the first time in its years of football sponsorship Associated has eliminated the NBC-Red and CBS networks. This is believed due to economic reasons.

A problem yet to be ironed out as far as the NBC-Blue network is concerned is the use of ASCAP college songs during the broadcasts. Glen Dolberg, program director of NBC in Northern California, stated that unless NBC and ASCAP reach an agreement before Sept. 27, the first NBC football broadcast date, the network will insist on sound-proof booths at the stadiums.

Sportscasters who have been signed to handle the games this season include Frank Bull, Mike Francovich and Richard Van Desautels in Los Angeles; Doug Montell, Carroll Hansen, Hal Wolf and Don Thompson in San Francisco; John Carpenter, Jack Shaw, Art Kirkham and Bill Mock in Oregon; Ted Bell in Seattle; Rod Klise, Pat Hayes, Roy Ceville and Lou Gillette in Eastern Washington and Idaho.

A complete program of advertising and merchandising support for the 1941 season has been worked out by Mr. Deal, tying in the customer to the point of sale—the Smiling Associated Dealer at the service stations of the West.

Dealers Cooperating

Progressive Associated dealers throughout the Pacific Coast stations will be encouraged to make their stations football headquarters for the three months of the season. Many dealers arrange for unique window trims using miniature football players on simulated football playing fields to make customers football conscious right from the start of the season.

Use of 42 x 56 poster boards at service stations calling attention to the free 32-page football schedules now being distributed serves to promote friendly contacts at point of sale. In addition weekly window posters will appear at all Associated stations giving complete information each week about all games to be broadcast during that week. An action picture involving the teams to play that week-end, taken during the 1940 season, will serve to stimulate additional public interest in football throughout the year.

The complete schedule follows:

Sept. 19
Gonzaga vs. Tempe Teachers, KFIO.

Sept. 20
Portland vs. Hawaii, KWJJ.

Sept. 25
Portland vs. Pacific Univ., KWJJ.

Sept. 26
U C L A vs. Washington State, KFAC KGA.
Pacific Lutheran vs. Gonzaga, KFIO.
Loyola vs. Redlands, KMPC.

Sept. 27
Stanford vs Oregon, KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST.
Washington vs. Minnesota, KJR KGA KUJ.
U S C vs. Oregon State, KECA KTAR KVOA KYUM KGLU KFSD KTMS KERN KEX KMED.
California vs. St. Marys, KGO KWG KFBK KMJ KOH KGU.
Idaho vs. Utah, KRLC, KIDO.

Sept. 28
Santa Clara vs. U S F, KQW KMPC.

Oct. 2
Portland vs. Willamette, KWJJ.

Oct. 3
Oregon vs. Idaho, KALE KRLC KIDO.
Gonzaga vs. College of Idaho, KFIO.
Nevada vs. U S F, KQW.

Oct. 4
Washington State vs. California, KGA KGO KWG KFBK KMJ KOH.
Stanford vs. U C L A, KFRC KOY KTUC KSUN KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KIEM KHSL KVCV KTKC KDON KYOS KMYC KGMB KHBC.
Oregon State vs. Washington, KALE KRNR KORE KOOS KFJI KWIL KMO KIT KXRO KOL KGA KGY KELA KWLK KAST KUIN KBND KUJ.
U S C vs. Ohio State, KECA KFSD KTMS KERN.
St. Marys vs. Moffett Field, KQW.

Oct. 5
Santa Clara vs. Loyola, KQW, KMPC.

Oct. 10
U C L A vs. Montana, (?).
Gonzaga vs. Idaho, KFIO KRLC KIDO.
Loyola vs. Texas Tech, KMPC.

Oct. 11
Oregon State vs. Stanford, KALE KUIN KBND KRNR KORE KOOS KFJI KWIL KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC.
Washington vs. Washington State, KGA KJR KUJ.
Oregon vs. U S C, KECA KTAR KVOA KGLU KYUM KFSD KTMS KERN KEX KAST KMED KGU.
California vs. Santa Clara, KGO KWG KFBK KMJ KOH.

Oct. 12
St. Marys vs. U S F, KQW KMPC.

Oct. 17
Loyola vs. Texas Mines, KMPC.

Oct. 18
Oregon vs California, KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST.
Washington vs. U C L A, KECA KFSD KTMS KERN KJR KGU.
Washington State vs. U S C, KOY KTUC KSUN KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KOL KMO KIT KXRO KGY KELA KWLK KUJ KGA.
Utah State vs. Idaho, KRLC KIDO.
Santa Clara vs. Michigan State, KQW.
Montana vs. Gonzaga, (?).
Stanford vs U S F, KGO KWG KFBK KMJ KOH.

RINGING THE BELL, John M. Rivers, manager of WCSC, Charleston, S. C., celebrates purchase of a camp for Girl Scouts. Mr. Rivers headed a Kiwanis committee that arranged for the camp. The bell is used to summon the girls at mealtime.

Oct. 19
St. Marys vs. Portland, KQW KMPC KALE.

Oct. 24
Brigham Young vs. U S F, KQW.

Oct. 25
California vs. U S C, KOY KTUC KSUN KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KGMB KHBC.
Washington vs. Stanford, KGO KWG KFBK KMJ KOH KJR.
Oregon vs. U C L A, KECA KFSD KTMS KERN KEX KMED.
Washington State vs. Oregon State, KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST KOL KMO KIT KXRO KGY KELA KWLK KUJ KGA.
Santa Clara vs. Oklahoma, KQW.
Idaho vs. Willamette, KRLC, KIDO.

Oct. 26
Loyola vs. St. Marys, KMPC, KQW.
Gonzaga vs. Portland, KALE KFIO.

Nov. 1
California vs. U C L A, KOY KTUC KSUN KHJ KGB KFXM KPMC KVOE KXO KBEC KDB KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC.
Stanford vs. Santa Clara, KECA KFSD KTMS KGO KERN KWG KMJ KFBK KOH KGU.
Washington vs. Montana, KJR.
Oregon vs. Washington State, KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST KOL KMO KIT KXRO KGY KELA KWLK KUJ KGA.
Oregon State vs. Idaho, KEX KMED KRLC KIDO.
Fresno State vs. U S F, KQW.

Nov. 2
St. Marys vs. Gonzaga, KQW KFIO.
Loyola vs. St. Louis, KMPC.
Portland vs Fort Ord, KEX.

Nov. 8
California vs. Washington, KGO KWG KFBK KMJ KOH KJR.
Stanford vs. U S C, KOY KTUC KSUN KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KGMB KHBC.
Oregon State vs. U C L A, KECA KFSD KTMS KERN KEX KMED KAST.
Washington State vs. Idaho, KGA KJR KRLC KIDO.
Gonzaga vs. E. Washington, KFIO.

Nov. 9
St. Marys vs. Duquesne, KQW.
Loyola vs. U S F, KMPC.

Nov. 11
Oregon vs Santa Clara, (?).
Moffett Field vs. Pacific Fleet, (?).

Nov. 15
California vs. Oregon State, KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST KGMB KHBC.
Stanford vs. Washington State, KYA KVOA KYUM KGLU KECA KFSD KTMS KGO KERN KWG KMJ KFBK KOH KEX KJR KUJ KGA.
Idaho vs. Montana, KRLC, KIDO.
U C L A vs. Camp Haan, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB.
U S F vs. Moffett Field, KQW.

Nov. 16
Santa Clara vs. St. Marys, KQW.
Portland vs. Gonzaga, KALE KFIO.
Loyola vs. Creighton, KMPC.

IT'S WBIG!
The MAGIC CIRCLE
5,000
richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!
Columbia Broadcasting System affiliate.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

Nov. 22

Washington vs. Oregon. KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST KOL KMO KIT KXRO KGY KELA KWLK KUJ.
Notre Dame vs. U S C. (?).
Oregon State vs. Montana. KEX.
U C L A vs. Santa Clara. KOY KTUC KSUN KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KGMB KHBC.
Gonzaga vs. Washington State. KGA.
St. Marys vs. Fordham. KQW.
Loyola vs New Mexico. KMPC.
U S F vs. San Jose State. KQW.
Idaho vs. Montana State. KRLC KIDO.

Nov. 23

Moffett Field vs. Fort Ord. KQW.

Nov. 29

Stanford vs. California. KTAR KVOA KYUM KGLU KECA KFSD KTMS KGO KERN KWG KMJ KFBK KOH KEX KMED KJR KGU.
Oregon vs. Oregon State. KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST.
Washington vs. U S C. KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KOL KMO KIT KXRO KGY KELA KWLK KUJ KGA.

Nov. 30

Loyola vs. Nevada. KMPC.
U S F vs. Fort Ord. KQW.

Dec. 6

U S C vs. U C L A. KOY KTUC KSUN KGB KHJ KFXM KPMC KVOE KXO KVEC KDB KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KGMB KHBC.
Oregon vs. Texas. KALE KRNR KORE KOOS KFJI KWIL KBND KUIN KAST.
Washington State vs. Texas A & M. KOL KMO KIT KXRO KGY KELA KWLK KUJ KGA.
U S F vs. Mississippi State. KQW.

Dec. 20

U C L A vs. Florida. KMPC.

Dec. 27

California vs. Georgia Tech. (?).

Jan. 1

East vs. West Shrine Game. (?).

Bruce Cadwell Signed

BRUCE CADWELL, whose name topped the sport pages as a Yale star a decade ago, on Sept. 23 will start a new series of 15-minute football commentaries over WTHT, Hartford, and WATR, Waterbury, Tuesdays, Thursdays and Saturdays during the football season. Now a practicing attorney in Hartford, his program will cover forecasts, progress of the leading teams and commentaries on the major gridiron clashes. The program will be sponsored by the Leopold Morse Stores, men's clothiers. The account was placed by the Julian Gross Adv. Agency, Hartford.

Weed's Repair Plan

JOSEPH J. WEED, president of Weed & Co., station sales representatives, has urged broadcasters to adopt a plan of "Approved Servicemen" to answer recent charges made in *Readers Digest* that many radio repairmen make unnecessary repairs on sets at the expense of the public. Mr. Weed's plan, similar to one already in effect at WFBL, Syracuse [BROADCASTING, April 14], calls for stations to make a tie-up with a reputable set repair service, certifying the repair service and running announcements calling attention to the plan.

Associated Named

ASSOCIATED RADIO SALES has been appointed national advertising representative of WTCM, Traverse City, Mich., WHBL, Sheboygan, Wis. and WJBK, Detroit. The latter station will be represented by Associated Radio Sales in the western territory only.

CONGRATULATIONS are extended by Gaston W. Grignon, general manager of WISN, Milwaukee, to the station program director, Woods Dreyfus, following a special broadcast dedicating the new WISN transmitter, increasing the station's power to 5,000 watts. The program dramatized the history of the station since 1922.

Harison Abandons CP in Augusta, Ga.

Says Market Does Not Justify Three Broadcast Outlets

ANOTHER victim of the FCC's "survival of the fittest" theory was revealed last week when it was learned that W. Montgomery Harison, real estate man of Augusta, Ga., who had been authorized to construct a new local station there to be known as WMWH, had returned his construction permit to the FCC.

Action was precipitated by issuance of a construction permit for another local, WGAC, in Augusta on July 25, 1940, just one month before the grant to Mr. Harison. This gave Augusta, a city of approximately 66,000 inhabitants, three stations—the third, WRDW, having been in operation for several years.

Not Enough Business

In a letter to the Commission, Mr. Harison's attorneys stated that the permitee was relinquishing his construction permit because there already were two stations in Augusta and Mr. Harison "does not believe after careful analysis and due consideration that there is sufficient economic support for the third station."

WGAC went on the air Dec. 1 of last year and is licensed to the Twin States Broadcasting Co., controlled by the owners of the *Augusta Herald*, while WRDW is owned by a partnership of three local movie operators—Arthur Lucas, William K. Jenkins and Frank J. Miller.

This is the fourth instance in which a new station was authorized simultaneously with another in the same community and forced for economic reasons to abandon the undertaking. Like WMWH, two of the preceding cases—WMVD, Salisbury, Md., and KFUN, Las Vegas, Nev.—surrendered their construction permits before going on the air [BROADCASTING, June 15, 1940]. The other, KYAN, Cheyenne, Wyo., went off the air last March 28 after operating five months [BROADCASTING, April 7].

Capture of KELD

(Continued from page 55)

did all the dressy introductions, and the captain, whose forte was Hollywood commentary prior to the Army, did a 10-minute chore about the studios.

This idea was described as a sort of tactical exercise, a stunt whereby the enlisted men would learn what might happen if a radio station, an enemy watter, were captured, and they were called on to step in and run it as a propaganda medium. It is to the Army's credit that no program got behind, every station break was on time, and no advertiser's commercial was flubbed.

The effect on El Dorado was pronounced. It is understood that the mayor sent a long and flowery letter on the "maneuver" to Gen. Lear, saying it was the greatest goodwill venture by the Army he had ever seen.

Wiedmann Spots

GEORGE WIEDMANN BREWING Co., Newport, Ky., is conducting a campaign of one-minute transcribed announcements, delivered by Milton Cross, on WFBM, WKBN, WBNS, WHIO, WMMN, WGKV, WPAR, WSAI, WCKY. Discs were cut by the NBC Radio Recording Division, New York. Strauchen & McKim, Cincinnati handles the account.

Tailor-made Coverage in the Intermountain Market *with* 5000 watts Day & Night

KDYL

The POPULAR *Station*

Salt Lake City

Representative JOHN BLAIR & CO.

NBC RED NETWORK

HOW TO IDENTIFY WHOM

★

The simple honest tenets of an imperishable belief in our democracy find full expression over WHOM.

The voices speak in eight different languages but regardless of the tongue they never deviate from the one basic idea that this is the land of freedom regardless of race, religion or national origin.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

Fidler and Fisher Describe Relations With Networks During Senate Inquiry

ALTHOUGH radio occasionally got passing mention by the special Senate Interstate Commerce subcommittee investigating the alleged use of movies and radio for propaganda purposes, the motion picture industry continues as the principal target for isolationist Senators' accusations that the movies and radio have become Administration pawns in preaching the pro-war and pro-British gospel.

Hearings before the five-man Senate committee, admittedly dominated 4 to 1 by isolationists, started their second week last Monday with appearances by Jimmy Fidler, movie gossip columnist and radio commentator, and George Fisher, movie commentator heard for several years on MBS.

Apart from the brief appearances of these two radio personalities, there appears little likelihood that broadcasters' policies and practices in connection with the propaganda charges will come up for further examination for at least several weeks, after the committee has finished questioning a long list of movie executives.

The first industry witness for the movies, Nicholas Schenck, the president of Loew's Inc., originally slated to appear last Thursday and Friday, will be heard Tuesday, Sept. 23. It is not thought the 15 motion picture witnesses invited to appear in the proceeding will complete their testimony until October [BROADCASTING, Sept. 1, 8, 15].

As the inquiry proceeded, complaints continued to be made public from many sources. Demanding that the subcommittee immediately "take a forthright position against any federal censorship of motion pictures", the American Civil Liberties Union, one of several outspoken critics, also urged that the Senate group dissociate radio from its film inquiry, "since the two media are so different in character and control, and since radio is already the subject of another inquiry embodied in a resolution pending in the Senate."

Fidler vs. CBS

Radio's connection with the propaganda accusations was not developed clearly during the appearances of either Mr. Fidler or Mr. Fisher. Although the former discussed the details of his recent switch from CBS to MBS, following what he termed attempts by CBS to "deflate" his scripts, both movie commentators were questioned chiefly in connection with their personal efforts opposing propaganda pictures as such.

Responding to Mr. Fidler's censorship charges, CBS in a press release issued before he had been excused from the witness stand declared:

"Columbia was beset by legal difficulties and dangers so long as Jimmy Fidler was on the air because of Fidler's desire to destroy values and reputations in order to build up a big audience to which his sponsor could advertise. In addition, he was actually trying, on a one-sided basis, to get over into the realm of controversy, and CBS does not sell time for the one-sided discussion of controversial issues; it gives the time free in order to maintain fair discussion of all sides of such issues.

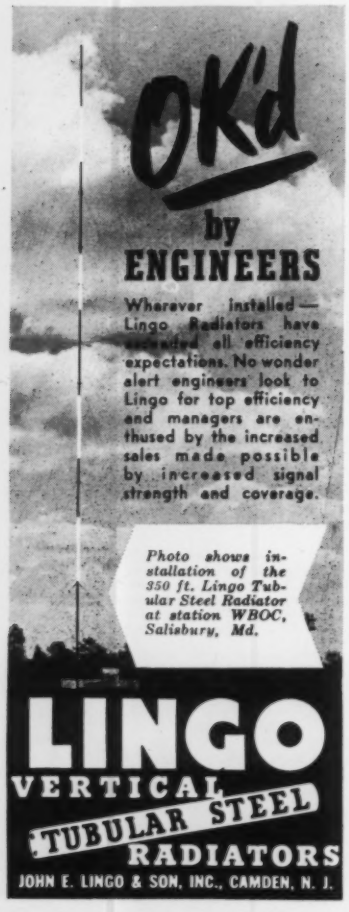
"CBS is responsible for what is aired over its network and has the right to maintain a certain character and to insist upon proper standards of what is broadcast into American homes. CBS is well satisfied that CBS and Fidler have parted company and does not believe that Fidler will succeed in deceiving the public with a false issue of free speech."

Answering the CBS statement from the stand, Mr. Fidler maintained that CBS never was in danger of "legal difficulties", since questioned points in his scripts as a matter of course were checked by both his own and CBS' lawyer. He declared also that his contract specifically provided protection for CBS in case of libel or slander suits arising from his broadcasts.

Pressure Alleged

Pointing out that he had previously appeared for several years on CBS, the network at the time it entered into a new contract with his sponsor Tayton Co., Los Angeles (cosmetics), undertook the commitment with full knowledge of the type of program he conducted, he declared, and when it later precipitated a situation that forced him to request release from the CBS contract, the network failed in its duty to the public to carry through on its established policy.

Both Mr. Fidler and Mr. Fisher stated they had been advised of instances in which movie companies had approached the networks and certain newspapers to try and exercise some control over their radio scripts, although both declared they had felt no such pressure from their present network, MBS.


OK'd
by
ENGINEERS
Wherever installed — Lingo Radiators have exceeded all efficiency expectations. No wonder alert engineers look to Lingo for top efficiency and managers are enthused by the increased sales made possible by increased signal strength and coverage.
Photo shows installation of the 350 ft. Lingo Tubular Steel Radiator at station WBOC, Salisbury, Md.
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

MANEUVER STYLES, an outgrowth of the Army recommendation that radio's correspondents at the Louisiana war games effect regulation military apparel, got a professional posing by members of the special WLW-WSAI war maneuvers staff just before they took off from Cincinnati for maneuver area. Taking a final peek at the map are (l to r) Jorge Mayoral, chief announcer of WLWO, Crosley shortwave outlet; Cecil K. Carmichael, assistant to James D. Shouse, Crosley vice-president in charge of broadcasting; J. B. Scott, staff photographer; James Cassidy, WLW special events director; Elizabeth Bemis, newscaster; R. L. Tedford, engineer. At right Marsh Wheeler, woman's commentator, gets a fitting on her uniform, designed by Gatherine Garritson.

Victor Record Drive

RCA MFG. Co., Camden, N. J., Sept. 26-29 will conduct an intensive publicity campaign for its new Victor Red Seal catalogue, through newspapers, national magazines and radio. Woven around the theme, "Many orchestras have recorded Bach, Beethoven, Mozart, but Victor Red Seal Records Bring You the World's Greatest Symphony Orchestras and Conductors", the campaign on radio will feature announcements on *Music You Want*, heard six times weekly on 52 stations for Victor records and will tie in with local dealer displays, page-spreads in 122 papers and seven magazines. Lord & Thomas, New York, handles the account.

JOSEPH R. SCHIFINI, local beauty salon owner, holds 77 of the 80 shares of stock issued by the Torrington Broadcasting Co. Inc., applicant for a new local in Torrington, Conn., 250 watts on 1490 kc. One share apiece is held by Gerado T. Schifini, Carmela Schifini Ciccaglione, and Joseph A. Ciccaglione. Call would be WTOR.

Congress Cigar Spots

CONGRESS CIGAR Co., New York (La Palina cigars), during the first week in October will start sponsorship of three sports programs, on WBBM, Chicago; WWJ, Detroit, and WKRC, Cincinnati. On Oct. 1 company will take over *Quiz Bowl*, a program featuring "name" guest stars, on WKRC, Wednesday, 8:30-9 p.m. (EST), from Oct. 4 to Nov. 22 Tom Harrington, former Notre Dame star, will broadcast eight outstanding Midwestern football games on a many successive Saturdays in the interest of La Palina, on WBBM and on Oct. 6 Ty Tyson will start a Monday-through-Saturday schedule of 15-minute sports reviews on WWJ, 7:45-8 p.m. Others may be added. Marschalk & Pratt, New York, handles the account.

KVRS Sale Sought

OWNERSHIP of KVRS, Rock Springs, Wyo., will pass into the hands of Marjorie Lannen McCracken if the FCC approves the pending application for R. R. Woodruff holding 9,996 shares of stock in the station, to transfer to Mrs. McCracken for an undisclosed amount. Mrs. McCracken is wife of Harold L. McCracken, onetime manager of KVRS and more recently manager of the new KYAN, Cheyenne, Wyo., which was forced off the air last spring for economic reasons. KYAN at that time was 50% owned by Mrs. Mathilda Lannen, mother of Mrs. McCracken. KVRS operates with 250 watts on 1400 kc.

STANDARD RADIO has announced the following new and renewal subscribers to its program library service: KWKW, Pasadena, Cal.; WSLB, Saranac Lake, N. Y.; WICA, Ashtabula, O.; KRKO, Everett, Wash.; WPID, Petersburg, Va., and KWJJ, Portland, Ore.

AT THE FRONT, network crews are providing coverage of the battle between the Second and Third Armies in Louisiana. In the Third Army radio room (left) are (l to r) Brewster Morgan, CBS director for national defense; Jack Harris, news and special events director, War Dept. bureau of public relations (attached to Third Army for maneuvers); Bob Cummings, NBC engineer; Gene Ryder, CBS engineer.

Correspondents accredited to the Third Army are (center photo) Eric Severeid, CBS comentator; Bill Slocum, CBS special events director; Bob Stanton, NBC, and Ken Fry, NBC special events chief. NBC and CBS shared a direct wire through the maneuver area to permit coverage at various points.

Covering the maneuvers for MBS were Jimmy Gordon, manager of WNOE, New Orleans; John Duffy, announcer; C. E. Davidson, engineer. In rear is Lieut. Edward W. Boyle, in charge of radio section of public relations bureau, Third Army. The radio crews were kept on the jump because the maneuvers were uncontrolled, simulating actual warfare.

Networks, Stations Cover Maneuvers

Capture of KALB Provides Chance for Deception

AMERICA's greatest peace-time maneuvers got under way last Monday [BROADCASTING, Sept. 15] with every war condition simulated to the last degree. Even the propaganda units of the Second and Third Armies in their first reports got into the home war spirit by sending out conflicting stories on the same incident from the front.

KALB, Alexandria, La., was stormed and captured by radio units of the Second Army, with the assistance of infantry which seized the Red River bridgehead in Alexandria, according to a CBS communique from Second Army Field headquarters in Winnfield, La.

A Phoney Tip

Thought to be a military trick that could easily turn out to be the neatest of the entire maneuvers, the capture of the station resulted in tremendous gains for the Second Army, the communique went on. The station's regular programs continued, with the radio men of the Second Army taking over and substituting for the regular personnel from 6 a.m. to 1:30 p.m. Monday. At a strategic moment Capt. Barney Oldfield (recently of KOIL-KFAB-KFOR, Omaha-Lincoln) took the air and warned civilians that certain roads leading into Alexandria from the North were choked with men and military equipment.

The Third Army, listening in, heard the broadcast, and thinking that the Second was attacking the city, rushed up troops. In doing so, they left a large stretch of the river bank open, which the Second, lying in wait, seized by throwing up a pontoon bridge and advanced well into Third Army territory.

An MBS bulletin broadcast last Monday evening by John Duffy and Jimmy Gordon, Mutual's Third Army correspondents, reported that Capt. Oldfield and Lieut. Brooks Watson (recently of WMBD, Peoria) and an MBS recording crew were among the war's first casualties when they were captured while storming and capturing the station at Alexandria. They were released in 36 to 48 hours, it was reported later.

The MBS report further states that the two radio men, whose names were withheld by the censor, would be interned for 24 hours, according to intermartial agreement. Both CBS and MBS headquarters asserted their version to be the correct one.

CBS said its microphones were carried into the actual battle line by its special events staff of 15. Among its many battlefront programs is the *Spirit of '41* series, dramatizing work of Army branches in the combat area. Eric Sevareid,, formerly stationed abroad by CBS and now at its Washington office, broadcast his experiences in a dive bomber.

WLW Scoop

WLW claimed a scoop for its maneuver unit when one of the station's mobile units happened to be driving by the Second Army's headquarters as shock troops of the Third Army madea surprise attack. Only radio crew to cover the attack, which failed, WLW got a complete description plus interviews with officers and prisoners.

Two Games in Day

COVERING two football games 300 miles apart on the same day is the task facing Harry Wismer, Michigan sportscaster, on Saturday, Sept. 27, over WXYZ, Detroit, and the Michigan Radio Network. That afternoon, Wismer will broadcast the season opener between Michigan and Michigan State at Ann Arbor. He will then speed by automobile with a State police escort to the Detroit airport and board a plane for Chicago. At 8:30 p.m. he will broadcast a description of the game between the pro Detroit Lions and the Chicago Cardinals, also over WXYZ and MRN.

Tax Bill Passed Without Radio Impost But Franchise Plan Will Be Discussed

BARE of the controverted 5-15% Federal tax on radio time sales in excess of $100,000 annually, as well as another advertising tax proposed to be levied on billboard space, the 1941 Revenue Act was sent to the White House for Presidential signature last Wednesday night after approval by Congress. The House on Tuesday and the Senate on Wednesday approved a conference committee report incorporating agreement to delete both the radio and billboard taxes from the bill.

However, with the immediate threat met and repulsed, it became increasingly evident that moves are afoot in Government circles to impose a franchise tax on radio, with a cost-of-regulation plan espoused by FCC Chairman James Lawrence Fly and a Treasury Department plan of unknown specifications most prominent. Although it could not be verified officially, it is understood the Treasury Department, under direction of John L. Sullivan, Assistant Secretary of the Treasury, already has compiled an extensive statistical record in connection with a definite franchise tax scheme.

Perhaps in New Bill

During House and Senate consideration of the tax conference report, it also was apparent that in securing deletion of the proposed tax from the pending bill, opponents had given some promise to radio-tax proponents that some sort of Federal levy on broadcasting would be discussed before long. It is thought a proposal may be offered as part of the coming bill to effect administrative changes in the Revenue Code. This has been hinted several times by Congressional leaders, although no one has announced a definite intention to sponsor the project.

Among excise schedules provided under the new Act, which will yield an estimated total of $3,553,400,000, is a 10% sales tax on radio recievers. Telephone taxes provided in the bill include a 5-cent impost per 50-cent message charge, or fraction; 10% of the charge for telegraph, cable or radio messages; 10% of the charge for leased wire, teletypewriter, or talking circuit special service; 5% of the charge for any wire and equipment service, including stock quotation and information service and burglar or fire alarm service; 6% of the charge for local telephone service. Specifically exempt from the 10% tax on leased wire, teletypewriter or talking circuit special service are broadcasting stations and newspapers.

During House debate on the tax conference report last Tuesday, Rep. Treadway (R-Mass.) voiced one element of Congressional thinking on the radio tax situation.

"There may be merit in some form of radio tax," he declared, "but I am not going to discuss the merits or demerits of the tax itself. It would be an exception to the present law to have a tax on radio advertising. No advertising tax has been included in any tax bill, and there is no reason why it should start with radio broadcasting. If you are going to have a tax on advertising it should apply to all forms of advertising, not to one."

Luden's Ready

LUDEN'S Inc., Reading, Pa. (cough drops), is about to launch its extensive fall campaign of live station-break announcements with the first of 100 stations on a staggered schedule to get under way Oct. 1. Announcements will run three to nine times weekly. Contracts are 13-26 weeks. Agency is J. M. Mathes Inc., New York.

Lehn & Fink on 55

LEHN & FINK PRODUCTS Corp., New York (Hines Honey & Almond cream), on Oct. 16 will launch a campaign of station-break announcements on 55 stations through the country. Agency is William Esty & Co., New York.

Radio Slightly Affected By Kansas City Strike

BLITZKRIEG strike of AFL's IBEW in Kansas City last Tuesday and Wednesday, plunging the city into darkness and threatening the water supply, had little effect on its radio outlets. The power was suddenly cut off at 11:57 p.m. Tuesday, but inasmuch as KMBC, WDAF, KCMO and KITE regularly sign off at midnight no serious loss of time was involved.

Technical staffs of both KMBC and WDAF remained on duty during the blackout, which lasted until 4 a.m. making arrangements to operate using auxiliary systems if necessary. Although the strike was not settled immediately, city and state officials promised there would be no further interruption to service.

Feed Firm Extends

CONSOLIDATED PRODUCTS Co., Danville, Ill., supplementing its spot campaign on WOR, New York, has purchased 15 minutes of the *Farmers Almanac* on WEEI, Boston, thrice-weekly in the interests of its semi-solid "E" Emulsion, a buttermilk-vitamin feed for poultry. The radio campaign is being run in conjunction with space taken in farm papers. Mace Adv. Co., Peoria, is agency.

IMOGENE WOLCOTT, heard as *Dear Imogene* six days weekly on WOR, New York, has bought a half-interest in *American Cookery*, monthly magazine of the Boston Cooking School. She will continue her program.

Running Account of Press Hearings

(*Continued from page 22*)

"propaganda" and "doubtful programs" off the station.

Asked for his definition of a "doubtful program", Maj. Stoer termed it "a program that would interfere with the revenue of the station", taking into account that the NAB code would be enforced so far as possible on controversial issues.

Contract Relations With CIO Reviewed

Resuming the stand last Thursday, Maj. Stoer identified a further series of correspondence exhibits offered by Mr. Lloyd in connection with the KYA-CIO situation. The correspondence, in letter and memoranda form, traced the development and final consummation of the incident with the station finally refusing to renew the CIO's commercial contract when it had expired. It also indicated the growth and elimination of bad feeling between the Hearst newspaper publishers in San Francisco and the station management arising from the threat of economic harm to the papers as the public mind lost patience with purportedly one-sided labor statements on its radio programs.

In correspondence between himself and Reiland Quinn, then manager of KYA, Maj. Stoer on March 5, 1940, at the height of the CIO controversy, declared he was "quite willing to forego the revenue from this program if there is any way to get it off, even though I realize that the loss to the station would be felt very considerably".

Another letter to Mr. Quinn, from Grove J. Fink, identified as an attorney for KYA, indicated that while individually the labor programs might not be completely objectionable, it is "the cumulative effect of these programs rather than any single one which makes them highly objectionable." Mr. Fink also declared:

"I have read a great many of these scripts. I cannot say that I can definitely put my finger on any one script or any one portion of a script and say that that was sufficient justification for you to cancel the contract."

Other letters indicated that the CIO programs were causing embarrassment to the local Hearst papers, the *Examiner* and the *Call-Bulletin*, particularly in the papers' dealings with such organizations as the chamber of commerce and with advertisers.

The correspondence exhibits also indicated that still greater commotion followed KYA's action in granting time to the American Federation of Labor for a series of programs immediately following the CIO features. In some instances, it was shown, both CIO and AFL programs attacked local business firms, although much of the effort went into dogfights with each other.

Programs to Offset Labor Series Proposed

"A combination of the CIO and the AFL each raising hell with business on KYA cannot be offset by any powder puff programs suggested by the National Manufacturers Assn.," commented Mr. Lindner, *Examiner* publisher, in a letter to R. E. Berlin, of Hearst Magazines Inc., on a proposal for a program series under NMA auspices.

In a Sept. 12, 1940, note to Harold Meyer, present manager of KYA, Mr. Lindner declared: "We have no interest in relation to the dropping of any of the programs now extant on KYA—nor do we believe any adverse effect to the newspaper that might conceivably be consequent would be unsurmountable."

The *Call-Bulletin* attitude apparently was less strenuous. A Sept. 20, 1940, letter from Maj. Stoer to Mr. McCabe indicated that Publisher Coblenz believed the AFL and CIO programs should be allowed to continue to the expiration of contract rather than cancelled. Commenting on his conversations with Mr. Coblenz, Maj. Stoer stated in his letter: "He even went so far as to say that he did not believe that either the *Examiner* or the *Call-Bulletin* had lost a single advertiser because KYA was carrying the programs in question, whereas he felt that if they were thrown off the station, the effect on the papers might be extremely serious."

After AFL in late September, 1940, had cancelled its KYA programs, charging the station with "severe censorship", and with the CIO contract to expire Oct. 8, the correspondence indicated that "with the end of the labor programs in sight" Hearst officials and the station management immediately set about improving the relationship between the stations and the papers. Both publishers indicated agreement with the station's policy in refusing to renew the commercial commitments, the letters indicated, and were receptive to cooperative offers, although Mr. Coblenz was said to have wanted to wait "until this trouble has completely blown over" before tying up with the station.

During presentation of this long string of exhibits by Mr. Lloyd, he was interrupted occasionally by Hearst Counsel Porter and Judge Thacher, who pointed out inaccurate statements in the correspondence. Comdr. Craven also asked that the record be straightened out by Mr. Lloyd in connection with FCC consideration of the KYA incident. Judge Thacher remarked at one point that "the record is being flooded with one recital after another of inaccurate statements", which, he said, may be used by the Commission in coming to a decision and which are difficult to point to as inaccurate after they have once been passed by.

Developments Shown In Letter to Fly

Asked for a review of the KYA incident from the Hearst point of view, Maj. Stoer cited a letter written by him to Chairman Fly on Nov. 19, 1940, which previously had been entered in the record. The letter stated:

"On June 11, 1938, KYA entered into a contract with the San Francisco District Industrial Union

5000 WATTS !
1000 WATTS NIGHT
WKZO
590 KC
KALAMAZOO
GRAND RAPIDS
COLUMBIA'S EXCLUSIVE OUTLET FOR WESTERN MICHIGAN
DOMINATING MICHIGAN'S SECOND LARGEST MARKET
FREE & PETERS, INC.
Exclusive National Representatives

Making NEWS in NEW ENGLAND!!!
The New WHEB
PORTSMOUTH, N. H.
With POWER and PERSONALITY BECOMES A LISTENING HABIT
1,000 SALT WATER WATTS on a CLEAR CHANNEL 750 Kc.

Council to broadcast certain programs for that organization. The program had been broadcast, with a few changes in time and length of program, from June 20, 1938, until Oct. 8, 1940. When arrangements were made with KYA to broadcast this program, it was purchased, accepted, and broadcast in the same manner as any other commercially sponsored program.

"Upon termination of the contract, under its own terms, KYA advised the CIO organization that it did not desire to renew the contract. From our point of view, this action placed KYA on an exact footing with the other stations in the San Francisco area, all of which we have been advised have been offered the CIO program, and all of which have refused to broadcast it.

"Refusal of KYA to renew the CIO contract was based on the fact that the program was controversial, and, was, therefore, contrary to the provisions of the NAB code, which provides that controversial programs cannot be accepted by a station on a paid basis. Although KYA was desirous of complying with the code, it refrained from disturbing the CIO program until the expiration of the contract.

"Our experience with the broadcasting of this program has been most difficult.

"The station also carried a series of programs sponsored by the AFL. One of these programs, broadcast Sept. 13, 1940, resulted in a charge by the CIO that statements contained in the AFL program were false and libelous. The CIO demanded that KYA make a retraction of the statement referred to.

"This latter incident resulted in placing KYA squarely in the center of an embittered labor fight.

"KYA did not desire to become the center of a labor dispute, and realized that the simplest way to avoid antagonism from all sides was to conform its policy to that of the NAB Code. Based on our experience with this highly controversial question, we subscribe to the wisdom of this code provision.

"KYA is perfectly willing, in conjunction with the other San Francisco stations, to provide a medium for the discussion of any controversial question upon a free time basis. However, it does not feel that it should be singled out as the only station in the San Francisco area which, because of having previous contractual relationships with the CIO, should therefore be required to continue such broadcasts."

Gives Definition Of 'Doubtful Program'

Maj. Stoer, asked by Mr. Porter to elaborate on his definition of a "doubtful program", said he had sought to give an abbreviated version when he said that it was a program that tended to reduce the revenue of the station. In the final analysis, he declared, he felt his definition still held, but he thought it difficult to draw a blanket definition and agreed with Mr. Porter that every program must be considered on its individual merit.

Reverting to the CIO-KYA incident, Maj. Stoer said, in response to Commissioner Craven, that complaints were received from all segments of the public and from opposing labor unions. When Mr. Porter offered to place in the record several scripts of the CIO program, at the request of Commission counsel, Chairman Fly observed that he felt the CIO issue had to do only with the management of the station and had no direct connection with the question of newspaper ownership.

Burke Tells of Newspaper Tie-up

Judge Thacher observed that the testimony, in his judgment, had no relevancy, except at it related to KYA management, and he could not see its applicability to the newspaper situation.

Called as the third Hearst witness, Harold C. Burke, president and manager of the WBAL Broadcasting Co., operating the Baltimore, 50,000-watter, spent less than ten minutes on the stand. He explained he had been with the Hearst organization since 1925, first with the *Wisconsin News* in Milwaukee, subsequently with its station WISN, then with KTSA in San Antonio, under Hearst ownership, and finally he moved in 1938 to WBAL as manager, later becoming its president.

Counsel Lloyd asked the witness about the space for time exchange arrangement of WBAL with the *Baltimore News-Post*, and identified an exhibit covering programs, amounting to $300 per week, scheduled on the station, in exchange for display advertising. Asked by Mr. Lloyd whether the $300 figure was more or less than the regular card rate, Mr. Burke explained that at the time the schedule was worked out, it was computed at the full card rate, but rates have increased since then.

Getting Cooperation For Blue Clients

Chairman Fly, after considerable discussion, suggested that a memorandum be submitted for the record, showing the precise rate differential involved, covering both the newspaper's use of time and the station's use of space, which was at the lowest department store rate, similar to other exchange advertising worked out by Hearst stations.

A letter written on July 28, 1939 to Mr. Burke by Keith Kiggins, Blue Network sales manager, drew considerable attention, along with a related memorandum covering newspaper ownership to all NBC-Blue salesmen. Mr. Kiggins, in a covering letter to Mr. Burke, called attention to the letter sent to network salesmen regarding cooperation offered Blue Network clients in getting publicity for their programs. The sales memo cited "22 ways to help you sell the Blue Network" and brought out that newspapers own or control 22 Blue stations, or more than 40% of the network's total. The list was computed from BROADCASTING'S 1939 *Yearbook*.

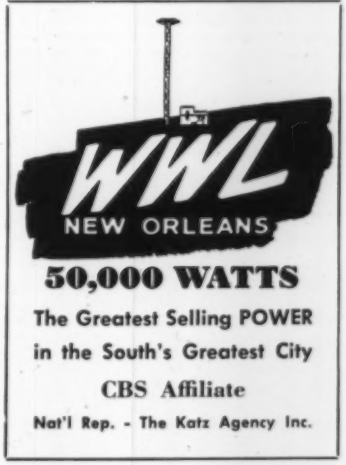
The memorandum pointed out that Blue stations never let down on extra publicity where it is needed most and that use of the Blue Network, by virtue of the newspaper tie-up, was a sound investment in good-will.

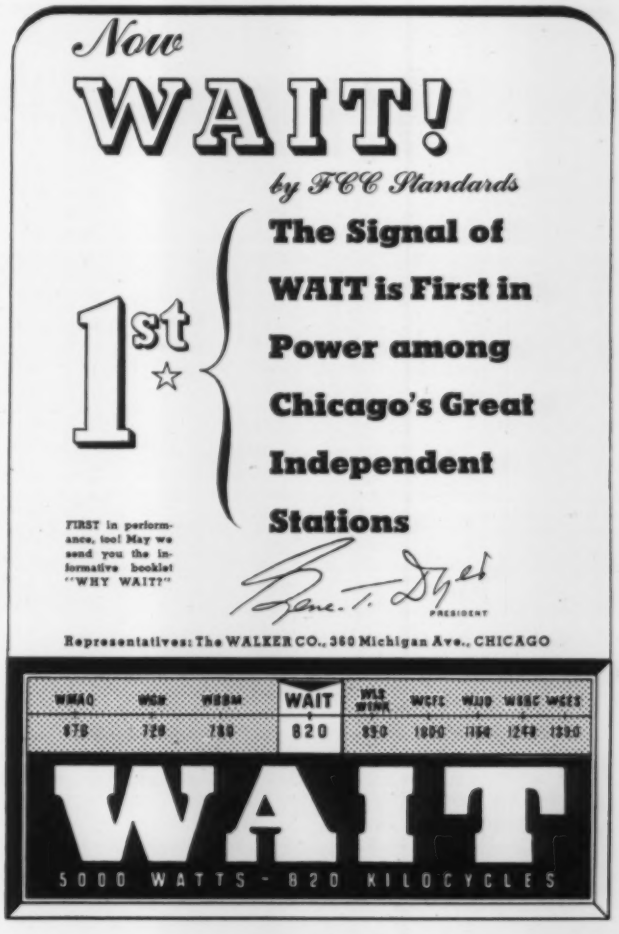
Mr. Burke said the *News-Post* from time to time has made suggestions for programs on WBAL. He cited as a recent example the idea that WBAL carry a program on the induction of Naval recruits into office, indicating that most of the suggestions related to public service features.

Mr. Burke also identified a letter from Seymour Morris, of Benton & Bowles, agency for Colgate-Palmolive-Peet, to Walter Candler, business executive of the *News-Post*, on the Ellen Randolph program which ran in latter 1939. The letter brought out that Mr. Burke had suggested the agency was making a great mistake if it failed to use display space in the *News-Post*, as well as in the *Sunday American*

Go Away!

CBS and NBC got a very blunt example of "freedom of the press" during the early days of the ASCAP-BMI battle last January, it appears from testimony presented at the FCC Newspaper - Radio hearing last week. According to letters introduced, NBC and CBS officials asked E. M. Stoer, general manager of Hearst Radio, if the New York Hearst papers could not be more objective in editorial commentaries on the ASCAP fight. Mr. Stoer took the matter up with William Randolph Hearst Jr., publisher of the *Journal American*. Mr. Hearst replied that he thought the chains were "supersensitive" and added, significantly, "If they call again, tell them to go away."




Now
WAIT!
by FCC Standards
1st ☆
The Signal of WAIT is First in Power among Chicago's Great Independent Stations
FIRST in performance, too! May we send you the informative booklet "WHY WAIT?"
PRESIDENT
Representatives: The WALKER CO., 360 Michigan Ave., CHICAGO
WMAQ WGN WBBM WAIT WLS WCFL WIND WBBC WEEK
670 720 780 820 890 1000 1160 1240 1300
WAIT
5000 WATTS - 820 KILOCYCLES

and the *Baltimore Sun*, pointing to merchandising pages appearing in the *News-Post*.

The Morris letter stated that "Mr. Burke proved himself quite a salesman on this and several other points about your paper, and as he left I promised him I would take up the matter with Mr. Roy Peet and with our own media department again." He added that subsequently the *News-Post* was placed on the schedule.

Mr. Burke explained that in talking with the agency about the new program which was to run on WBAL, he suggested use of the affiliated newspapers because of of the merchandising tie-in.

Decentralized System Explained by McCabe

Charles B. McCabe, president of Hearst Radio, president of the *New York Daily Mirror*, vice-president of American Newspapers, and vice-president of the Hearst Corp., all Hearst enterprises, took the stand for a five-minute appearance.

After questioning Mr. McCabe regarding his functions for the various organizations, Mr. Lloyd asked whether American Newspapers Inc., as the parent company, did not set policies for Hearst Radio Inc. The executive, however, asserted that Hearst Radio itself set its policies and that each individual station manager was responsible for each station's operation.

Mr. Porter objected to questions relating to the Hearst organization generally, after Mr. McCabe said he had taken particular pains to inform himself about Hearst Radio rather than other Hearst enterprises. He said that all of the Hearst organizations are under one common control, however.

When Mr. Lloyd asked Mr. McCabe about particular policies pertaining to allocation of time on the Hearst stations to individuals or organizations who might be attacked in Hearst newspapers, the Hearst executive said that such matters were handled independently by the stations. He emphasized that while there was centralized ownership, the station operation on the programming end was decentralized.

CONVENING in New York Sept. 5 under the chairmanship of Lyman Bryson, of Teachers College, Columbia U, these members of the CBS Adult Education Board emphasized and national defense aspect of broadcasting and voted continuance and approval of the CBS programs *Report to the Nation*, *People's Platform* and *Invitation to Learning*. Those attending were: (seated l to r) Rev. Dr. Gerald Walsh of Fordham U, Lyman Bryson, William S. Paley, CBS president; (standing), W. B. Lewis, CBS vice-president in charge of broadcasts; Alvin Johnson, director, New School for Social Research, New York; Edward Klauber, executive v-p, CBS; T. V. Smith, professor of philosophy, U of Chicago; Dr. Stringfellow Barr, president, St. John's College, Annapolis, Md.; Sterling Fisher, CBS director of education; William Benton, v-p, U of Chicago; Spencer Miller Jr., director, Workers' Education Bureau of America, Douglas Coulter, assistant director of broadcasts, CBS; Leon Levine, CBS assistant director of education.

Diebler, Roberts Next to Appear

Taking up the so-called "Kansas City situation", Assistant General Counsel Thomas E. Harris called as his first witness David H. Diebler, veteran FCC attorney. He identified for the record an exhibit outlining the facilities and ownership of the six Kansas City broadcast stations. Roy A. Roberts, managing editor of the *Kansas City Star*, former Washington correspondent and one of the best known figures in American journalism, then was called.

Mr. Roberts explained the *Kansas City Star* properties cover the *Star*, an evening paper, the *Times*, which constitutes the morning edition of the *Star*, a farm weekly, and WDAF. There is also the Sunday edition of the newspapers. Whereas the newspapers average about 330,000 circulation for each edition and the farm paper about 470,000, competitive newspapers in the area are far below that figure, he said.

Explaining that the *Star* pioneered in radio in the Midwest, Mr. Roberts said he was not thoroughly familiar with station programming activities and policies but in a general way had kept abreast of the development and of the relationship of newspapers to stations. He strongly espoused newspaper ownership of stations as the best possible tie-up and urged that even more stations should be newspaper operated.

Confronted by Mr. Harris with an article published in *Editor & Publisher*, trade journal of the newspaper industry, in 1935, wherein newspaper-radio policies of the *Star* were outlined, Mr. Roberts said that the industry had moved far ahead since then and that many of the old practices no longer are existent. He said the article was an accurate description at the time but that it was now entirely outmoded.

Particular attention was devoted to the so-called combination rate system of WDAF and the *Kansas City Star*, under which advertisers using both the newspapers and the station were given special discounts. Mr. Roberts said that practice had been stopped about six years ago. He recalled it was abandoned because the practice had been questioned in the industry and by "certain Commissioners". He added, however, that there was no appreciable loss in business either by the newspaper or the station as a result of elimination of this practice.

Explains Attitude On AP's Sale of News

A series of memos and letters relating to the dual rate practice and how WDAF was operated in conjunction with the newspaper, all dated between 1933 and 1935, were identified and discussed.

Mr. Roberts said WDAF does not sell newscasts because it feels that they should constitute sustaining material. News is broadcast on the station, however, four times a day locally aside from that transmitted by NBC-Red, of which it is an affiliate. He added that originally he did not believe press services should sell news for radio as attested in a letter he had written to the Associated Press, but that even that picture had changed.

In its earlier days, Mr. Roberts declared, radio was "a parasite and a stepchild and had to be supported. Suddenly the stepchild became a beautiful baby and had to be loved. Alluding to the Associated Press entry into the news field, Mr. Roberts said that his organization paid $12,000 a month to the Associated Press, more than any other company in the country. Consequently, he said, his organization was not very happy when AP decided to sell its news budget for radio at about $300 a month.

In radio's earlier days, Mr. Roberts recalled, most newspapers and press associations were extremely hostile to the medium. He said his organization always harbored the view that radio, with its fine tradition, background and independence, was logical corollary of the newspaper.

"The two go hand in hand," Mr. Roberts said. "I think if we had more newspaper ownership, we would have better radio."

Asked regarding a letter he had written an AP executive in 1933 requesting that AP news be allowed for broadcast non-commercially, Mr. Roberts explained he had protested the sale of International News Service to a competitive station and had threatened to discontinue the news service for the newspapers. After the service had been sold to the competitive station, he said he procured a reduction of "$75 a week" from INS.

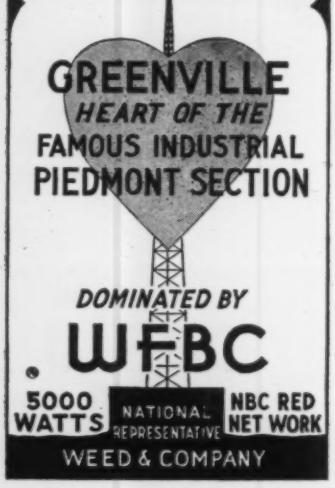
Says Fitzer Generally Gets What He Wants

One evil of sponsoring news, Mr. Roberts said, was the lack of enough fresh news to warrant frequent broadcasts, even in these times with a war in progress. It is bad to broadcast the same news "over and over again and you have to do it if you permit it to be sponsored."

A memorandum from H. Dean Fitzer, manager of WDAF, to Mr. Roberts, protesting the failure of WDAF to carry as much news as its main competitor, KMBC, also was read in the record. Mr. Fitzer had complained that through the Press Radio Bureau setup, KMBC was scooping WDAF on its own news. Mr. Roberts said that Mr. Fitzer frequently discussed policy matters with directors of the cooperatively owned *Star* organization and that he "generally got what he wants".

When FCC Counsel Harris sought to place in the record a letter from James W. Barrett, former editor of the Press Radio Bureau on the Kansas City news situation, answering the issue raised by Mr. Fitzer's memorandum, Judge Thacher protested. He pointed out that Mr. Barrett previously had been a witness and that the exhibit should have been identified at that time, rather than through another witness.

Upon conclusion of Mr. Harris' direct examination, Mr. Roberts said an elaborate exhibit, depicting the history of the *Kansas City Star* and WDAF, and covering their contributions to national defense and public service, had been prepared but had not been placed in the record by FCC counsel.



suggestion that it be made an exhibit was accepted.

Under cross-examination by Arthur W. Scharfeld, counsel for WDAF, Mr. Roberts said the radio station as such does not have an editorial policy. The newspaper directs policies of the station only to the extent of holding Mr. Fitzer responsible for operation of the station with instructions that he "run the best radio station you can."

Questioned by Judge Thacher on the desirability of newspaper radio joint ownership, Mr. Roberts said it was his opinion that such a combination is desirable because it results in better public service in every respect. As for WDAF, he said "We think we've got a damn good station and we want to make it better."

To clear the record on the question of the former combination rate for the newspaper and station, Mr. Scharfeld offered as exhibits additional letters relating to the old NRA Code practices, terminating such rate differentials voluntarily for all newspaper-owned stations.

Fitzer Questioned About Radio Columns

Taking the stand as WDAF's second witness, Mr. Fitzer explained he had been manager of the station since 1925 and had been a reporter from 1920 until 1925. He also doubles as radio editor of the newspaper, but does not receive a separate salary for that work.

Asked why radio programs are published only in the *Star* evening edition and not in the morning paper, Mr. Fitzer said this would be a duplication and waste of space, since every subscriber gets both papers under a combination subscription.

When Assistant General Counsel Harris asked why the Sunday *Kansas City Star* news page of Jan. 19, 1941 mentioned the Presidential inaugural would be broadcast on WDAF and no other station, Mr. Fitzer said it was his thought that the listener does not need two radio stations to listen to one program. The only time the newspaper takes advantage of such a headline, he said, is when there is duplication of this character on a broadcast handled by all network stations.

Mr. Harris, however, pursued this further by pointing out that the actual program log did not reveal that any other station carried the inaugural, whereupon Mr. Fitzer observed that the particular page referred to looked "extremely selfish", but that it was not the "average" handling.

Following considerable wrangling over selection of typical radio pages from the *Kansas City Star*, Chairman Fly ordered that all program logs for the month of March be made exhibits. A protest from Mr. Harris that it would cost a lot of money to make all the photostats was without avail.

Failure to List KCMO Is Discussed

When Mr. Fitzer explained that only the Sunday edition of the *Star* carried news comments in addition to program logs, Mr. Harris tried to draw from him confirmation of his claim that 80% of the space was devoted to WDAF. Mr. Fitzer, however, insisted this was not so. Mr. Fitzer explained that the *Star* does not essay to print complete program logs of all six stations in the Kansas City area, but that more and more space is devoted to such logs. The full program schedules of the network outlets, he said, are published, however.

When Mr. Harris attempted to make an issue of the failure to list programs of KCMO altogether during a specified period, Mr. Fitzer said this was done at the request of KCMO and the listings later were restored by request. The station had refused to submit its program logs for several days and they were not restored until a top executive of the station had called on Mr. Roberts and made the request, he said.

Mr. Harris sought to make some play on the fact that WDAF's news staff was made up of one man, Shelby Storck, who processed and presented the station's news. He ascertained that Mr. Storck had had no previous journalistic experience and asked whether it was not true that Storck was "the lowest paid announcer on the staff". Mr. Fitzer said this was not so since he had just received a raise. Mr. Harris sought to show that the station had not taken advantage of its opportunities in news broadcasting, but members of the Commission were inclined to brush that aside as having nothing to do with the inquiry.

Asked why the *Star* did not permit sponsorship of news broadcasts, Mr. Fitzer said the station feels that news programs constitute one type of feature that "it is most annoying to break into the middle of", as sponsors are inclined to demand.

Special Contract With ASCAP

Mr. Harris introduced a series of exhibits purporting to show how Mr. Fitzer sought to solicit advertising for the newspapers from NBC, Edward Petry & Co., its station representative, and others, in connection with dedication of its new plant last year. Both NBC and Petry turned him down as contrary to policy. Another letter, to Sidney Strotz, vice-president in charge of programs of NBC, rejected a request of NBC on behalf of an account for merchandising service. Mr. Fitzer advised the NBC official that WDAF was a good station with a lot of coverage and low rates, "but no merchandising".

A mild sensation was precipated in connection with the negotiations in 1932 by a committee representing newspaper-owned stations, headed by Mr. Fitzer, of a special form of music performance contract from ASCAP. The committee, made up also of Walter J. Damm, of WTMJ, and Lambdin Kay, of WSB, claimed that the deal resulted in a one-third reduction in ASCAP payments for newspaper-owned stations.

Chairman Fly essayed to prove that the discriminatory contract was in consideration of "publicity" which would be given ASCAP by the newspapers owning the stations. The contract itself, introduced in the record, carried the now familiar clause that it was agreed to because ASCAP recognized "the substantial contributions to the promotion and development of the art and industry of music by newspapers in the way of general propaganda continuously appearing in their columns in support of various and sundry musical activities."

Under cross-examination, Mr. Fitzer explained that the contract ran from 1932 until 1935 and then was extended until all ASCAP contracts terminated at the end of last year. Previously, ASCAP had notified newspaper stations that the contract would not be renewed.

Says No Publicity Given in Exchange

Mr. Fitzer explained that while the form of contract saved his station money, as well as certain other newspaper-owned stations, it did not mean savings to a substantial number of such stations,

Speech Sets Record

LARGEST radio audience ever measured by the CAB was that which heard President Roosevelt Sept. 11, when 72.5% of radio set-owners interviewed reported listening to the speech. Previous CAB high was the 63.6% rating achieved by the second Joe Louis-Max Schmeling heavyweight championship fight on Jan. 22, 1938. The President's famous Charlottesville address of June 10, 1940, attained a rating of 45.5% and his October and November campaign speeches had an average CAB rating of 37.4%

INS

James Uebelhart, WSPD, Toledo, says: "Our two INS printers are spelling out thousands of additional listeners for WSPD."

INTERNATIONAL NEWS SERVICE

This Area Covers The Homes Of Over 8,000,000 People!

CKLW, at 800 Kc., Blankets This Rich Market 22 Hours Out of Every Day!

IN THE DETROIT AREA—

Buy CKLW—More Listeners for Less!

CKLW

5000 WATTS DAY and NIGHT—MUTUAL SYSTEM

and a larger number did not accept the contract. The important factor, in determining the minimum guarantee he explained, was the sustaining fee previously allotted the station, together with the amount of business it did. He described it as better than the standard form of contract then prevailing.

Mr. Caldwell asked Mr. Fitzer if it was not a fact that the contract was worked out not because of publicity for ASCAP in the newspapers, but because E. C. Mills, then ASCAP's general manager, had followed the policy of "divide and conquer". Affirming this, Mr. Fitzer said there had been a great deal of hearsay about it, but that he was simply negotiating for a better deal than he already had.

Davis Relates Story Of WHB Newscasts

Philip G. Loucks, law associate of Mr. Scharfeld, and managing director of the NAB at the time the newspaper contract was issued, in cross-examining Mr. Fitzer, brought out the minimum guarantee provision and inquired whether that was not the stumbling block for many stations. Responding affirmatively, Mr. Fitzer said it was the guarantee that made the newspaper deal interesting to ASCAP and not the "publicity". He said the record will show that no favorable publicity was given ASCAP as a result of it.

Following Mr. Fitzer to the stand, Donald D. Davis, general manager of WHB, Kansas City, was questioned by Counsel Harris on past affiliations with newspapers. Mr. Davis said that at one time WHB had a trade deal with the *Drovers' Daily Telegram*, a stock and produce journal, under which the paper printed a complete listing of WHB programs. In April, 1935, the station entered into a reciprocal agreement with the *Kansas City Journal-Post*, he said. This agreement was terminated in June, 1939, when the news service offered by the paper became inadequate for the growing station, he stated. At present WHB uses both INS and Associated Press news service.

Asked about the treatment accorded WHB by the *Star*, Mr. Davis declared that the paper was "very nice" about listing WHB programs, although there were cases, when WDAF or KMBC carried the same program as WHB, when WHB would be omitted from the program listing. Mr. Davis emphasized that he was not complaining against the *Star* treatment of WHB news, since on several occasions the station had been given good publicity breaks.

A Commission exhibit offered by Mr. Harris, a photostatic reproduction of a half-page of the *Kansas City Times* for May 22, 1941, showed a six-column picture of a stage-speaking scene at a Chamber of Commerce lunch. It was pointed out that while microphones were apparent in the picture, call letters on microphone banners had been blacked out. Mr. Davis identified the scene as a broadcast of a speech by Mayor John B. Gage, carried by both WHB and KMBC.

Another exhibit, a memorandum from Mr. Davis to Paula Nicoll, MBS traffic manager in New York, indicated Mr. Davis' interest in securing the MBS broadcast of the Golden Gloves boxing show for WDAF rather than KITE. Mr. Davis explained that this interest arose because he believed both MBS and WHB would get a better publicity break from WDAF and the *Star*, which sponsored the Kansas City Golden Gloves tournament, and that WDAF should get the job because of the *Star's* great interest in the fights. He declared that the station did get a substantial amount of publicity, both in print and on the air, when WDAF carried the MBS broadcasts.

Commenting to Judge Thacher that he thought the *Star* does an excellent public service job, Mr. Davis voiced a theory of his own on newspaper operation of radio stations. With radio operating as the long arm of journalism, he said, newspaper-radio operation is the logical development for the dissemination of news in a community. He commented also that one way the *Star* might improve its service to listeners would be to develop a better typographical layout for program listings.

FCC Exhibit Causes Another Uproar

Introduction of the final Commission exhibit precipitated an uproar in the closing minutes of the Thursday session. The exhibit, a comparative compilation of the time given over to news broadcasts on six Kansas City stations and a comparison of news staff payrolls for the stations, was identified by John Southmayd, of the FCC investigating staff, under whose direction the figures were gathered and analyzed.

Purporting to show that newspaper-affiliated stations were playing down news broadcasts in comparison with non-newspaper-affiliated stations, the exhibit, based on sworn statements from each of the six stations, showed that WDAF carried 647 minutes of news during the April 1-7 week in 1941, KCKN 770, KMBC 870, WHB 969, WREN 1,080, KCMO 1,750. It was pointed out also that a particularly wide disparity existed between payrolls for the news staffs of the stations, with WDAF paying one employe $150 per month, KCKN paying one $200, KMBC paying six $2,140, WHB paying three men $475, WREN paying three $280 and KCMO paying three $285.

The exhibit drew immediate criticism from both Mr. Scharfeld and Judge Thacher, along with Commissioners Craven and Case. Judge Thacher, questioning Mr. Southmayd, brought out that no differentiation had been made in the table between employees paid by sponsors and those drawing their full income from the stations, that no inquiry had been made to substantiate the exact nature of the news programs. He declared that if weight was to be given the exhibit by the Commission, it should know something more about the character of the service offered by the individual stations.

Mr. Scharfeld asked why the survey had been confined only to news programs, pointing out that the full picture must include the entire program service. Commissioner Craven agreed that the entire picture should be supplied, holding that public service can be measured only by an overall picture of a station's service, whether or not the separate elements strike a balance.

In a brief brush with Chairman Fly, who also indicated that the exhibit should be supplemented with additional information, Judge Thacher commented that the public service factor cannot be determined by recounting the number of minutes of news programs carried by a station. "If you try to find out if a newspaper station handles news properly, you can't do it properly with statistics," he declared.

When FCC Counsel Harris arose to protest Judge Thacher's comments on the exhibit, the latter declared to Chairman Fly that Mr. Harris was confronting counsel with a "deluge of documents" and that he was out of order in arguing that the exhibits should not be commented upon at the time of their entry into the record.

As the session ended, Chairman Fly indicated that FCC counsel should give further study to the exhibits, both past and future, in order to supply any supplemental information that may be asked at the time of their offering for the record. He indicated also that counsel should send out another questionnaire to the Kansas City stations to secure additional information, whether it be by study of the week's scripts or a perusal of station logs.

FIRST SPONSOR on W59C, FM adjunct of WGN, Chicago, was Marshall Field & Co., Chicago department store with the purchase of seven hours a week on the FM station. Larry Sizer, company's advertising manager, and formerly assistant radio director in the New York office of N. W. Ayer & Son, signs the 52-week contract, while Frank P. Schreiber (left), WGN coordinator of departments, and William McGuineas, WGN, sales manager look on. Titled *Perfectionist's Hour*, the program started Sept. 21, broadcasting 55 minutes of transcribed music followed by a five-minute newscast nightly.

Fewer Squawks

NIGHT operators at CBS, New York, report a considerable diminution of late in phone calls from the public to register complaints against speakers and commentators, whom listeners formerly were quick to challenge, contradict and criticize. "Steadily decreasing numbers of calls come in," it is stated, "indicating altered attitudes which may be boiled down to resignation, indifference because of confusion or the development of a more tolerant reception to the opinions of others."

Marshall Field Signs As WGN FM Sponsor With Debut of W59C

KEYNOTED by intensive local promotion, W59C, FM adjunct of WGN, Chicago, officially went on the air as a commercial station Sept. 21. On the same day, the Sunday *Chicago Tribune* had a widely publicized special FM supplement containing FM radio advertising and editorial matter outlining advantages and history of FM.

Concurrently, Frank P. Schreiber, WGN coordinator of departments, announced the addition of a staff of nine musicians to the FM stations, and the appointment of Estelle Barnes, formerly pianist and arranger of WAAF, Chicago, to the program department. Charles Gates of the WGN sales force has been assigned to W59C time sales. Although the station at present is operating on 3 kw. power with a temporary transmitter on the 29th floor of Tribune Tower, it will be on the air about the first of the year with a permanent transmitter capable of 10,800 square miles, an approximately 72-mile radius, coverage specified in the FCC grant, according to WGN Chief Engineer Carl F. Meyers.

The station's initial sponsor is Marshall Field & Co., Chicago department store, which has signed a 52-week contract for seven hours weekly, and is broadcasting a nightly program of 55 minutes of transcribed music followed by a five-minute newscast. Business was placed through Chas. D. Frey Co., Chicago.

Video Program Firm

TELECAST PRODUCTIONS Inc. designed to serve agencies and advertisers by producing "packaged" television programs for commercial sponsors, has opened offices at 30 Rockefeller Plaza, New York. Myron Zobel, founder of *Screenland Magazine* in 1921 and until 1928 president of The Gradu... Group, advertising representative of alumni magazines of colleges and universities, is president. Kenneth Shaw, of NBC's television division is production manager. Mr. Zabel said his company already has a dozen packaged productions ready for sponsorship.

LATEST LOG OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Canadian Department of Transport as of September 1, 1941)

** Construction permit for new station. N—Night power. D—Day power. DA—Directional antenna.*

Call Letters	Location	Power in Watts
	540 KILOCYCLES	
CBK	Watrous, Sask.	50,000
	550 KILOCYCLES	
CFNB	Fredericton, N. B.	1,000
	560 KILOCYCLES	
CJKL	Kirkland Lake, Ont.	1,000
	580 KILOCYCLES	
CKUA	Edmonton, Alta.	1,000
CKPR	Port Arthur, Ont.	1,000
CKCL	Toronto, Ont. (DA)	1,000
	600 KILOCYCLES	
CJOR	Vancouver, B. C.	1,000
CFQC	Saskatoon, Sask.	1,000
CFCF	Montreal, Que.	500
CFCH	North Bay, Ont.	1,000
	610 KILOCYCLES	
CJAT	Trail, B. C.	1,000
CHNC	New Carlisle, Que.	1,000
	620 KILOCYCLES	
CKCK	Regina, Sask.	1,000
	630 KILOCYCLES	
CFCY	Charlottetown, P.E.I.	1,000
CFCO	Chatham, Ont.	100
CKOV	Kelowna, B. C.	1,000
CJRC	Winnipeg, Man.	1,000
	690 KILOCYCLES	
CBF	Montreal, Que.	50,000
	730 KILOCYCLES	
CKAC	Montreal, Que.	5,000
	740 KILOCYCLES	
CBL	Toronto, Ont.	50,000
	790 KILOCYCLES	
CKSO	Sudbury, Ont.	1,000
	800 KILOCYCLES	
CKLW	Windsor, Ont.	5,000
CHRC	Quebec, Que.	1,000
	860 KILOCYCLES	
CFRB	Toronto, Ont.	10,000
	900 KILOCYCLES	
CJBR	Rimouski, Que.	1,000
CHML	Hamilton, Ont. (DA)	1,000
CKBI	Prince Albert, Man.	1,000
	910 KILOCYCLES	
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
	920 KILOCYCLES	
CKNX	Wingham, Ont.	1,000
	930 KILOCYCLES	
CJCA	Edmonton, Alta.	1,000
	940 KILOCYCLES	
CBM	Montreal, Que.	5,000
	960 KILOCYCLES	
CFAC	Calgary, Alta.	1,000
CHNS	Halifax, N. S.	1,000
	980 KILOCYCLES	
CJRM	Regina, Sask.	1,000
CBV	Quebec, Que.	1,000
CKWX	Vancouver, B. C.	1,000
	990 KILOCYCLES	
CKY	Winnipeg, Man.	15,000
	1010 KILOCYCLES	
CFCN	Calgary, Alta.	10,000
CBY	Toronto, Ont. (DA)	1,000
	1070 KILOCYCLES	
CBA	Sackville, N. B.	50,000
	1130 KILOCYCLES	
CBR	Vancouver, B. C.	5,000
	1150 KILOCYCLES	
CKX	Brandon, Man.	1,000
CKOC	Hamilton, Ont.	N–500 D–1,000
CHSJ	St. John, N. B.	1,000
	1220 KILOCYCLES	
CHAB	Moose Jaw, Sask.	1,000
	1230 KILOCYCLES	
*CHEX	Peterborough, Ont.	1,000
CJCJ	Calgary, Alta.	100
CHGB	Ste. Anne de la Pocatiere, Que.	250
CKVD	Val d'Or, Que.	100
	1240 KILOCYCLES	
CFPR	Prince Rupert, B. C.	50
CBJ	Chicoutimi, Que.	100
CKMC	Cobalt, Ont.	50
CJCS	Stratford, Ont.	50
CKCH	Hull, Que.	100
CHLT	Sherbrooke, Que.	250
CKNB	Campbellton, N. B.	100
	1260 KILOCYCLES	
CFRN	Edmonton, Alta.	1,000
	1270 KILOCYCLES	
CJCB	Sydney, N. S.	1,000
	1310 KILOCYCLES	
CKCO	Ottawa, Ont. (DA)	1,000
	1340 KILOCYCLES	
CKCV	Quebec, Que.	100
CHCK	Charlottetown, P. E. I.	50
CJLS	Yarmouth, N. S.	100
CFGP	Grande Prairie, Alta.	250
CHWK	Chilliwack, B. C.	100
	1380 KILOCYCLES	
CKPC	Brantford, Ont.	100
	1400 KILOCYCLES	
CJOC	Lethbridge, Alta.	100
CFAR	Flin Flon, Man.	100
CKRN	Rouyn, Que.	250
CKCW	Moncton, N. B.	100
CFOS	Owen Sound, Ont.	250
	1410 KILOCYCLES	
CKMO	Vancouver, B. C.	100
	1450 KILOCYCLES	
CKLN	Nelson, B. C.	100
CKCA	Kenora, Ont.	N–100 D–250
CHLN	Three Rivers, Que.	100
CFLC	Prescott, Ont.	100
	1460 KILOCYCLES	
CJGX	Yorkton, Sask.	1,000
	1470 KILOCYCLES	
CKGB	Timmins, Ont.	1,000
	1480 KILOCYCLES	
CFCT	Victoria, B. C.	500
CHGS	Summerside, P. E. I.	100
	1490 KILOCYCLES	
*	Medicine Hat, Alta.	100
CKCR	Kitchener, Ont.	100
CFRC	Kingston, Ont.	100
CHLP	Montreal, Que.	250
CJIC	Sault Ste. Marie, Ont.	250
	1550 KILOCYCLES	
CKTB	St. Catherines, Ont.	1,000
	1570 KILOCYCLES	
CFPL	London, Ont (DA)	1,000

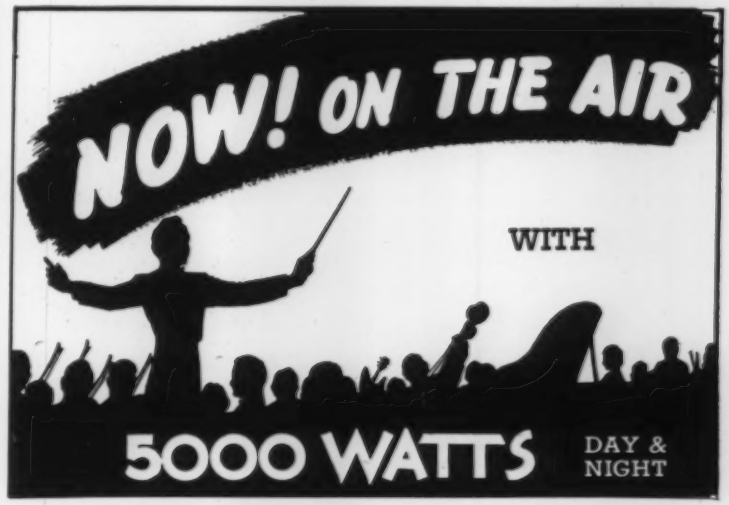
JUST BEFORE they were lifted 25 feet into the air on this platform, special eventers of WTMA, Charleston, S. C., checked up to see that equipment was in working order. Then they started skyward to tell the story of the huge Pinopolis dam, part of Santee-Cooper power and navigation project—(l to r) A. F. Brown, construction engineer; John Richbourg, announcer; C. Wylie Calder, program director; LeRoy Wenger, engineer.

By Any Other Name

BELIEVING that the word "announcer" is out-moded, Richard Stark, announcer on *Vox Pop*, *Hour of Charm* and other programs, offered $25 for a suitable substitute. He received about 600 replies containing some 250 suggestions, including: Herald (which led the field with 73 votes), proclaimer, introducer, radiorator, coordinator, loquator, arranger, ether waver, air custodian, vocalator, chronicler, radiator, oralator, introlocutor, announcatainer. Not particularly fancying any, Stark selected as best the trio, airmaster, host and mikemaster, and turned them over to the judges—an agency man, sponsor's representative and another announcer—who rejected all three.

Columbia U Courses

TWO COURSES in radio, one in writing and the second in production, will be offered to students during the coming (1941-42) sessions at Columbia U, under direction of Eric Barnouw, writer for the *Pursuit of Happiness*, *Cavalcade of America* and other series.



WALA

MOBILE, ALABAMA

Positive Coverage in the Vital Gulf Coast Defense Area

NBC Red Network

Representative: John H. Perry Associates

WHBF

APPLAUSE OF ROCK ISLAND, ILLINOIS AREAS

Basic Mutual Network Outlet

FULL TIME 1270 K. C.

THE 5000 WATT

Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

FAIRCHILD
PORTABLE RECORDER

• Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations. Write for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

GAMES of the Cleveland Rams pro football team to be broadcast exclusively on WGAR are here signed for sponsorship by Northern Ohio Texaco dealers. Wielding the official pen is Myron E. Glass, president of the Texas Distributing Co. of Cleveland, flanked by Harry Camp, WGAR sales manager (left) and Bill Evans, manager of the Cleveland Rams. Looking on are (l to r) Bob Kelley, WGAR sports editor who will handle the play-by-play; and Al Fisher, of Lang, Fisher & Kirk.

IN
ROCHESTER
IT'S
WHEC
BASIC CBS

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

WKBN
YOUNGSTOWN, OHIO
Columbia Network
NOW ON
FULL TIME!
570 KC
Coming Soon
5000 WATTS

Labor Troubles Beset Industry

(Continued from page 7)

cessful negotiation of increased pay or wages would not be as readily available in the future.

Terms of Settlement

With the working out of the agreement last Friday by S. A. Cisler, general manager of WGRC, and Petrillo, MBS that afternoon broadcast the first remote dance bank pickup to be heard over the network since the preceding Friday, when Petrillo had ordered them off as a means of speeding a settlement between WGRC and the AFM local in Louisville, which had declared the stations "unfair" after lengthy local negotiations had failed to produce an agreement.

By the terms of the settlement, WGRC will henceforth employ six staff musicians, including the organist who had previously been the only musician employed by the station.

Cisler stated that for over a year he had been attempting to employ these musicians, a unit which he has auditioned and which he believes he can sell on local commercial programs, but that the local union had insisted that he employ seven musicians and at a scale higher than the one agreed upon by him and the men he wanted. Stating that a compromise was reached concerning the scale, he said the wages and hours agreed upon are satisfactory to him, whereas those previously demanded by the local had not been.

When a settlement was not reached early last week, following the AFM action in withdrawing all remote dance programs from MBS, Petrillo had notified MBS that unless an agreement were achieved in Louisville by Thursday noon, he would pull his men from all MBS stations to prevent their feeding any musical programs to WGRC. Cisler thereupon arranged to fly to New York and the AFM postponed its deadline, first until 3 p.m. and then indefinitely. On Thursday evening Cisler, together with Fred Weber, general manager of MBS, Emanuel Dannet, WOR-MBS attorney, and Joseph Miller, NAB labor relations director, met with Petrillo and other AFM executives in an exploratory session.

Red Drops Remotes

When they reconvened Friday morning, the broadcasters presented a method of settlement they had worked out, which Petrillo accepted with minor changes, and the matter was settled and the strike averted.

There will be no more late evening remote dance band programs on the Red network, Sidney N. Strotz, NBC vice-president in charge of programs, informed BROADCASTING last Friday. "I have been thinking for a long time that the old theory that all radio listeners except the jitterbugs turn off their sets and go to bed at 11 is all wrong, and now that the remotes are off we're going to keep them off, at least until we've given our ideas a fair test.

"What we plan to do," he continued, "is to use the 11 p.m. to 1 a.m. period to try out new programs, variety and dramatic shows. Many of these programs will come from our affiliates, who believe they have local shows of network caliber which the crowded commercial schedule on the Red has not given us an opportunity to test previously."

The Red network has been minus its remote dance band pickups since Sept. 11, due to the break tween WSMB, and the AFM l in that city. Rupture, it was ported, occurred when the union presenting its terms for a rene of the contract negotiated with station last year, asked for creases both in scale and in number of men employed which granted, would have more th doubled WSMB's expenditure musicians.

Ban on Concert Artists

When the station rejected th demands the union declared it fair and pulled out its men. N fied of this action, the natio AFM office asked NBC to sending remote muscial progra to WSMB. NBC declined on grounds that such action would a violation of its contract to sup network program service to WS and then forestalled union act by itself cancelling all remote pi ups for the network.

At AFM headquarters it stated Friday that the natio union is not planning to take further action on a national sc regarding the WSMB situation this time, pending a possible l solution. To assist WSMB in wo ing out a satisfactory deal, J Norton, assistant to William Hedges, NBC vice-president charge of stations, was on his to New Orleans Friday.

The AFM made news in anot quarter Thursday when it noti NBC Concert Service, agency Efrem Zimbalist and Jos Szigeti, that these noted conc violinists would not be allowed fulfill their engagements to p form with the Boston Symph Orchestra. Zimbalist was schedu to appear Oct. 31 and Nov. 1, Szigeti April 10 and 11. Un stated the ban was a routine m ter in accordance with the A rule forbidding its members to form with non-members. The B ton symphony is a non-union ganization.

Ironically enough, these virtu are new AFM members, who lowed the example of Al Spaulding last spring in resig from the American Guild of M ical Artists, headed by Lawre Tibbett, to join AFM, which been contesting jurisdiction such instrumentalists with AG

Since their resignations, New York Court of Appeals reversed the appellate division granted AGMA a temporary junction restraining Petrillo AFM pending trial in the Supreme Court, date for which not been set. If the violinists not joined AFM they would be to accept the Boston engagem

GEORGE FISHER, Hollywood mentator on the weekly MBS *wood Whispers*, has sold the song of that program, "Confide Yours", to Republic Productions Hit Parade film. He collaborated Jimmy McHugh.

MITCHELL J. HAMILB AGENCY, Hollywood, is exclusiv dio and picture agent for storie the late Gene Stratton Porter, h been appointed by the estate.

WDRC's Announcers Go to School

Clinic Repays Effort As Weak Points Are Attacked

By WALTER HAASE
Program Manager, WDRC, Hartford

FRONT-ROW SEATS for these three, faithful students at the announcers clinic of WDRC, Hartford. Program Manager Walter Haase wields the chalk and demonstrates the technique of emitting a luscious "Mmmmmm", as specified in a piece of Lord & Thomas copy for M & Ms. Classes are a daily feature.

FOUR P. M.

Two or three announcers who are not on actual assignment at the moment gather in our large studio. They're armed with paper and pencil and open minds.

Four p.m. each day is the school hour at WDRC, and the students are announcers. But, rather than call it a school, we've named it "The Announcer's Clinic", and it's certainly producing results.

We established the clinic several months ago for various reasons. We have capable announcers, but we wanted to show them how they could still further improve. We wanted to instruct the announcers in the correct way to write copy, and how to do it over the air in the most effective manner. We wanted to bring to life the latent capabilities of our men.

It Really Works

The clinic was the answer. It's worked remarkably well, and we feel we now have one of the best announcing staffs in the country, working on standards which are among the highest anywhere.

How does this clinic operate?

Blackboard instruction on word emphasis, word pronounciation, word arrangement. Personal instruction—for as long as necessary—on one or two pieces of copy. Actual writing of copy by announcers. Corrections by announcers on copy received by WDRC. Drilling into the announcer's mind that he's a salesman, both for the station and the client. There are many other angles, but these are the most important.

Do the announcers like it? Definitely. The improvement in some of them has been terrific. One junior announcer's news improved 100% in two weeks when we put him to work reading out loud three hours a day—from the Bible, the philosophy books of Santyana, the *Saturday Evening Post*, anything. He made a daily report in writing as to just what and how much he read, and to whom he read it.

This boy is only 21, and his mind is open. He's learned by hard work. Our regular announcers, of course, are somewhat older, but they, too, have learned by this and similar rigid methods that there is no limit to improvement.

Well, here's the basis on which we operate this daily clinic:

What's the best way for an advertiser to get results over the radio? He must, of course, have a good product. Then radio must use its best facilities to get the message over. Major accounts take care of this problem by using capable advertising agencies, but smaller accounts sometimes suffer because of a lack of proper copy. And all can suffer by poor announcing.

Basically a Salesman

If an announcer merely reads his copy, much of the effort is wasted. He must be, primarily, a salesman. The announcer-listener relationship may be likened to the clerk and a customer in a store. The Fuller brush man and the housewife.

Well, let's take up the copy angle. To use words and phrases unlike conversation is absolutely out. You must assume the announcer is addressing one or two persons, and not a huge crowd. He's talking simply to Joe Jones, and Gus Guy. And he's got to talk to Joe and Gus just like he would if he met them on the street and said, "Hello, fellows, what d'ya know?"

Here's an actual case from our files of a piece of copy which was definitely slanted wrong:

"Now you can enjoy the peace and contentment of knowing that your home and the comfort of your loved ones is protected in times of emergency. How? All you have to do is buy your home things at the Blank-Blank Furniture Co., of 123 Blank St. When you do, this fine old store gives you a Home Security Bond free. This bond provides that your payments will be suspended in case you are ill or unemployed and your home will not be disturbed. This service costs you nothing . . ."

What's wrong?

Obviously, the announcement is directed at persons in the low wage brackets. Do they speak in conversation of "peace and contentment"? Do they buy "home things"? Are they "ill or unemployed?" Of course not.

When they talk, and when you talk to them, it would go something like this:

"What would you do, if something happened to your husband? Would your home and family be all right? . . . You don't have to worry about things like that when you buy furniture at the Blank-Blank Furniture Store, at 123 Blank St. Why? Because this store gives you a Home Security Bond free. What does that mean? It means just this: If anything happens—if your husband loses his job or gets sick—nothing will happen to your home! You don't pay again until everything's all right. And this special Home Security Bond doesn't cost you one penny extra!"

Must Be Coached

This is just one of the many examples we bring before the announcers at the clinic. We emphasize what's wrong, and we tell them why. Very frequently, an announcer knows something is wrong, but he doesn't know what. He loses confidence in himself, in his own ability. And, perhaps, the copy is really at fault. That's why he must know good and bad copy, and actual writing experience on copy gives him the ability to discern.

We're entirely satisfied with the results of the clinic. The commercial department likes it, the agencies like it, the clients like it.

The announcers do, too. They go to school on company time. They improve their work in an interesting manner, and in unguarded moments, some of them even say they look forward to it.

LOS ANGELES SOAP Co., on Sept. 29 switches *Knox Manning*, News on 11 CBS stations, from Mon. thru Fri., 2-2:15 p.m. (PST), to Mon. thru Fri., 12:15-12:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

CHNS
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

MERRY CHRISTMAS

IT'S A LITTLE EARLY FOR CHRISTMAS GREETINGS BUT NOT TOO EARLY TO AUDITION

THE BEST CHRISTMAS SHOW YOU'VE EVER HEARD

SO EXCEPTIONAL · SO AMUSING · SO INTERESTING to Adults as well as Kiddies that one Sponsor in each City will grab it.

15 Quarter Hour Xmas Programs and 45 more without XMAS "tie-in" that can follow.

THE TITLE: STREAMLINED FAIRY TALES

Produced like the ever-POPULAR CARTOON MOVIES with impersonations—DRAMATIZATIONS—sound effects, etc. Modern versions of well known fairy tales. An outstanding program—hear it and be convinced.

COMPLETE BROCHURE ON REQUEST.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue.. NEW YORK CITY

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 13 TO SEPTEMBER 19 INCLUSIVE

Decisions . . .

SEPTEMBER 16

NEW, WJR, The Goodwill Station, Detroit—Granted CP new commercial FM station 45.3 mc 6,800 sq. mi.

NEW, Hughes Tool Co., San Francisco—Granted CP new commercial FM station 44.5 mc 10,800 sq. mi.

NEW Earle C. Anthony Inc., Los Angeles—Granted CP new Class C commercial FM station 43.7 mc 38,000 sq. mi.

NEW Philco Radio & Television Corp., Philadelphia—Granted CP new commercial television station channel 3.

NEW, Earle C. Anthony Inc., Los Angeles—Granted CP new commercial television station channel 6, applicant must file for modification CP certain engineering requirements with completion date 1-15-42.

NEW, The Journal Co., Milwaukee—Granted CP new commercial television station channel with completion date 10-27-41.

NEW, World Wide Broadcasting Corp., Scituate, Mass.—Granted CP new international station 6.04, 11.73, 11.79, 15.13, 15.35, 17.75, A3 emission 50 to 100 kw with licenses WRUL and WRUW modified to time sharing.

KTRN, Tacoma, Wash.—Granted modification CP new station specify 1 kw unl. directional D & N 1430 kc.

KTSM, El Paso, Tex.—Granted modification license 500 w N 1 kw D.

DESIGNATED FOR HEARING—**New, Mid-American Broadcasting Corp., Louisville, Ky.**, CP new station 1080 kc t kw D 1 kw N directional D & N.

MISCELLANEOUS — **NEW, Head of Lakes Broadcasting Co., Superior, Wis.**, denied petition remove from pending file and grant application CP new FM station; **NEW, WHEC Inc., Rochester, N. Y.**, placed application new FM station in pending file under Order 79.

Applications . . .

SEPTEMBER 13

NEW, Peter Q. Nyce, Washington, D. C.—Amend CP new station to 5 kw directional N & D, studio site from Alexandria to Washington.

NEW, Chambersburg Broadcasting Co., Chambersburg, Pa.—CP new station 1340 kc 250 w unl.

WSAI, Cincinnati—Amend application to request 250 w booster station.

WOAI, San Antonio—Amend application CP to 750 kw.

NEW, W. W. McAllister and Howard W. Davis, Alice, Tex.—CP new station 1230 kc. 250 w unl.

WKPT, Kingsport, Tenn.—CP change 790 kc increase 1 kw, equipment changes.

KVAK, Atchison, Kan.—Voluntary assignment license to Radio Enterprises Inc. CP equipment changes, increase 250 w.

SEPTEMBER 16

WHOM, New York—CP directional D & N, install new transmitter, increase 5 kw unl., move studio to New York.

WRGB, Schenectady—Reinstatement CP commercial television station Channel 3.

NEW, Park Cities Broadcasting Corp., Dallas—Amend CP new station re stockholders.

SEPTEMBER 18

NEW, Wm. Penn Broadcasting Co., Philadelphia—CP new FM station 47.3 mc 9,352 sq. mi. 3,906,453 pop.

KOWH, Omaha, Neb.—CP new transmitter directional D & N increase 10 kw.

Tentative Calendar . . .

NEW, Park Cities Broadcasting Corp., Dallas, CP new station 710 kc 5 kw unl. (Sept. 24).

AUDIO DEVICES Inc., New York, manufacturer of equipment for reproduction and recording, has announced a new shipping carton for from one to three 12 and 16-inch recorded glass base blanks. The company stated that it is handling these cartons on a non-profit basis to promote the wider usage of the substitute glass base discs.

Moved the Target

THE THRILL that comes once in a lifetime missed by only 30 seconds for Keith Williams, engineer of WRC-WMAL, Washington. Preparing to drive from a Rock Creek Golf Course tee during a recent round, Williams noticed a workman on the green, but paid no attention and took a whack at the ball. On approaching the green, Williams was greeted by excited mutterings from the Italian greenskeeper: "Justa missed. You justa missed." And there stood Williams's ball, dead in the center of the little round piece of new turf —the former position of the cup, which the greenskeeper had just moved several yards away!

Magner Joins NBC

MARTIN MAGNER has joined the Chicago production staff of NBC, replacing Tom Hargis who is now with Russel M. Seeds Co., Chicago. Born in Stettin, Germany, Mr. Magner attended the universities of Berlin and Munich; was formerly a European operatic director and radio producer. Since coming to the United States in 1939, he has been stage director of the Chicago Opera Co. and a director of the Radio Workshop at the National Music Camp, Interlochen, Mich.

NBC's International Division has completed arrangements for a new regular weekly reature, *Stamp Journal of the Air*, giving the latest news and views on stamps, to be broadcast to Latin America and Europe via WNBI and WRCA.

Musterole Change

MUSTEROLE Co., Cleveland (cold remedy), has postponed the starting date of its fall campaign from Oct. 15 to Nov. 3, to include April, 1941, in the campaign instead of this October, according to Erwin, Wasey & Co., agency in charge. Announcements will be heard for 26 weeks on 84 stations [BROADCASTING, Sept. 1].

Barteau Heads Branch

ERWIN, WASEY & Co., New York, has opened a New Haven office, headed by John F Barteau, formerly account executive of the Blaker Adv. Agency, that city. Mr. Barteau at one time was a columnist for the *Springfield Republican* and was later associated with Wm. B. Remington Inc., Springfield Advertising Agency.

Chevrolet Spots

GENERAL MOTORS Corp., Detroit (Chevrolet), last week began an intensive 10-day campaign ending Sept. 26 of live one-minute announcements "on a selected group of stations in major markets", to announce the new 1941 Chevrolets. Campbell-Ewald Co., Detroit, handles the account.

LEONARD JOY, manager of artists and repertoire for RCA Victor, will be regular conductor of the *Treasury Hour* orchestra when that program makes it bow on NBC-Blue, Tuesday, Sept. 30, at 8 p.m. (EST).

STROMBERG-CARLSON Telephone Mfg. Co., following a national survey of radio dealers, last week reported a 300 to 400% rise in the sale of higher-price radio sets in recent months, adding that an exceptionally strong demand was noted for FM combinations.

LAPP HAS MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS—ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE

The largest and smallest Lapp curved-side cones—for a low power pipe mast, and for the world's largest vertical radiator—1050 feet.

More than 20 years of service records prove that the Lapp curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of an ordinary straight-side cone, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know they've covered the insulator question adequately when they say to their tower manufacturer, "Use Lapp Insulators." Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

COPPER MASTER of Muzak Transcriptions Inc. (formerly AMP) inspected by C. M. Finney (left), executive vice-president, and K. R. Smith, operating vice-president and general manager of the firm's new processing and pressing plant.

Porter Named by OPM

PAUL A. PORTER, CBS Washington attorney, has been designated by the Office of Production Management to accompany a delegation of eight from Great Britain, representing labor and management, in an inspection of defense plants throughout the country. The delegation will leave by Army plane Monday, Sept. 22, to be gone for three weeks. Mr. Porter will be on leave from CBS for this mission.

Army Buys Marconi Tract

THE Guglielmo Marconi property fronting on Shark River, near Belmar, N. J., a 93-acre tract where the late inventor carried out some of his earliest transoceanic experiments, has been purchased by the War Dept. for use by the Signal Corps at nearby Fort Monmouth to develop aircraft locating devices. There are six buildings on the tract, some erected by Mr. Marconi, and until recently they were used by Kings College, a religious institution.

GEORGE DUNNING and Bill Hampton, Hollywood arranger and lyric composer respectively on the NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike), have collaborated in writing a new song, "'Keep 'Em Flying," which was turned over to the War Department following its premiere on that program.

SOME of the world's most valuable diamonds, including the Jonker's and the separate units which once made up the Vargas stone, now in the collection of the famous diamond dealer, Harry Winston, were exhibited on a special television broadcast, Saturday, Sept. 13, on WNBT, NBC television station.

Music for Bombers

RAF pilots returning from night bombing raids over Germany and occupied European countries will have a special radio program directed at them by WLWO, Crosley shortwave station at Cincinnati. The station has started a Saturday night program of popular dance music beamed to England and the Continent for the RAF. Pickups will be made from night clubs in Cincinnati and nearby Kentucky. According to Wilfred Guenther, WLWO manager, all requests from RAF pilots will be answered.

Network Accounts

All time EDST unless otherwise indicated.

New Business

WANDER Co., Chicago (Ovaltine) on Sept. 29 resumes *Captain Midnight* on MBS, Mon. thru Fri., 5:45-6 p.m. (EST). Agency: Blackett-Sample-Hummert, Chicago.

GENERAL FOODS Inc., New York (Grape Nuts, Grape-Nut flakes), on Oct. 3 resumes *Kate Smith Variety Hour*, on 87 CBS stations, Fri. 8-8:55 p.m. with a rebroadcast 12 midnight (CNYT). Agency: Young & Rubicam, N. Y.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Sept. 13 began sponsorship of *Renfro Valley Barn Dance* on 14 NBC-Blue stations, Sat. 8:30-9 p.m. Agency: Russel M. Seeds Co., Chicago.

CANADA STARCH Co., Toronto (corn starch and syrup), on Oct. 6 starts *Que Feriez Vous* on CKAC, Montreal; CHRC, Quebec; CKCH, Hull, Que.; Mon. 8:30-9 p.m. EDST. Agency: Vickers & Benson Ltd., Toronto.

LAMONT CORLISS & Co., Toronto (Ponds Cream), on Oct. 1 starts *Those We Love* on CKAC, Montreal; CHRC, Quebec, Wed. 8-8:30 p.m. EDST. Agency: J. Walker Thompson Co. Ltd., Toronto.

L. O. GROTHE, Ltd., Montreal (tobacco), on Sept. 16 started *Les Chevaliers de Folklore* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CKCH, Hull, Que., Tues. and Thurs. 7:15-7:30 p.m. EDST. Agency: Canadian Adv. Agency, Montreal.

C. LEGARE Co. Ltd., Montreal (department store), on Sept. 11 started *Varieties Legare 1941* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CKCH, Hull, Que.; CKRN, Rouyn, Que., Thurs. 9-10 p.m. EDST. Agency: Veaudry & Harwood Ltd., Montreal.

THOS. J. LIPTON Ltd., Toronto (tea) has started six spot announcements weekly on a number of Canadian stations, and will expand with French announcements in Quebec in October. Vickers & Benson Ltd., Toronto, is agency.

Renewal Accounts

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel), on Sept. 29 renews for 52 weeks *Blondie* on 77 CBS stations, Mon., 10:30-11 p.m. (EST), with West Coast repeat broadcast, 7:30-8 p.m. (PST). Agency: Wm. Esty & Co., N. Y.

Network Changes

LEVER BROS. Co., Cambridge, Mass. (swan soap), is adding 10 CBS stations to carry via transcription *Burns & Allen-Paul Whiteman* which starts Oct. 7 on aproximately 80 NBC-Red stations, Tues. 7:30-8 p.m. (EST). Agency: Young & Rubicam, N. Y.

Shift in Time

THE annual switchover from daylight saving time to standard time will take place Sept. 28, at 2 a.m. As usual network schedules will return from daylight to standard time. All times mentioned in BROADCASTING will be eastern standard time unless otherwise specified. Chicago will remain on daylight time until 2 a.m. Oct. 26 under a city ordinance passed last spring. Network programs originating there will be heard in eastern cities, in most cases, without change and New York programs will be heard in Chicago an hour later than usual.

PLANTERS NUT & CHOCOLATE Co., San Francisco, on Oct. 3 switches *What's on Your Mind?* on 10 CBS Pacific Coast stations from Mon., 8-8:30 p.m. (PST) to Fri., 6-6:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh tobacco), on Sept. 30 adds 55 stations to *College Humor* on NBC-Red, Tues. 10:30-11 p.m., making a total of 109 stations carrying the program. Agency: Russel M. Seeds Co., Chicago.

MILES LABS., Elkhart (Alka-Seltzer), on Sept. 29 will expand *Lum 'n' Abner*, now heard on six NBC Pacific Red stations, to 51 NBC-Blue stations, Mon., Tues., Thurs., and Fri., at 7:30-7:45 p.m., with rebroadcast to central and mountain time zones at 11:30-11:45 p.m. Program will shift origination point from Hollywood to Chicago, but will continue on present Pacific Coast network as a rebroadcast at 12:15-12:30. Agency: Wade Adv. Agency, Chicago.

GENERAL MILLS, Minneapolis (Gold Medal flour), on Sept. 29 shifts *Hymns of All Churches* on 34 CBS stations, Mon., Tues., Thurs., from 9:45-10 a.m. to 10-10:15 a.m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Bisquick), on Sept. 29 shifts *Betty Crocker* on 34 CBS stations, Wed., Fri., from 9:45-10 a.m. to 10-10:15 a.m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 29 shifts *By Kathleen Norris* on 32 CBS stations, Mon. thru Fri., from 10-10:15 a.m. to 9:45-10 a.m. Agency: Knox Reeves Adv., Minneapolis.

GULF OIL Corp., Pittsburgh (gas & oil), on Sept. 28 replaces *World News Tonight* with *Screen Guild Theatre* on 79 CBS stations, Sun. 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), will discontinue *Hollywood Premier* on 70 CBS stations, Fri. 10-10:30 during December and resume again the first Friday in January. Agency: William Esty & Co., N. Y.

CBS Appoints Fasset

JAMES H. FASSETT, since 1938 assistant director of music of CBS, has been named acting director of the music department, succeeding William H. Fineshriber, who becomes director of CBS shortwave programs Sept. 22. Mr. Fassett came to CBS in 1936 in a triple capacity as announcer, production man and script writer, and prior to that was an announcer in Boston and intermission narrator for the Boston Symphony and Metropolitan Opera broadcasts. He has also been an actor and music critic.

HUSBAND-WIFE production and writing team, Owen Vinson and Pauline Hopkins (Mrs. Vinson), in their newly-opened offices in downtown Chicago, edit scripts for *Knickerbocker Playhouse*, sponsored on NBC-Red by Procter & Gamble Co., Cincinnati. Miss Hopkins, in addition to writing occasional scripts for the *Playhouse*, writes *That Brewster Boy*, sponsored by Quaker Oats Co., Chicago, and co-authors with her husband, *Midstream*, NBC-Blue sustaining serial. Mr. Vinson produces all three programs.

Salvages Bovines

HERE'S one agricultural director who knows more than what he reads on the air. Recently John Merrifield of WHAS, Louisville, was sent out to transcribe an interview with the operator of a model farm near Louisville. Arriving he noticed a bit of excitement. A herd of cattle had gotten into an alfalfa field shortly after a rain and were gorging themselves. Eating wet alfalfa after a rain is a sure way for the kine to die, so Merrifield pitched in and gave first aid to the lesser sufferers, used a bit of animal surgery on two of the more serious cases, drove the other cattle from the field and then transcribed his interview.

WSOO Aids Capture

DESCRIPTION of a murderer broadcast on WSOO, Sioux Ste. Marie, Mich., is credited by authorities with aiding capture of the fugitive as he was observed heading toward a ferry. Police seized him at the ferry. A few hours later WSOO broadcast a dramatized version of the murder. When a policeman shot in the fray died the next day, WSOO started a collection for his widow.

THE SECOND YEAR of *Touchdown Tips With Sam Hayes*, a recorded 13-week series quarter-hour programs on football chatter syndicated by the NBC Radio Recording Division, opened Sept. 12, with over 60 stations on the schedule, a 50% increase over last year. Sponsored largely by local and regional advertisers, *Touchdown Tips* is recorded in Hollywood and air-expressed to the stations.

WINSTON THORNBURG, national sales manager of WSAY, Rochester, has been assigned permanently to New York to work on spot and network business. He will headquarter in the offices of Joseph Hershey McGillvra, the station's representative.

KINY
"The Friendly Voice of the Capital"
KINY is located in Alaska's capital city, home of the Alaska Juneau gold mine, the seat of Alaskan government—making it the most stable area in Alaska.
Executive Offices
Am. Bldg., Seattle, Wash.
1000 WATTS - 5000 WATTS UNDER CONST.
Juneau-Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Where Sales Multiply
Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

Carries more local advertising than any other tri-city station by nearly 3 to 1!
WTRY
TROY, N. Y.
1000W 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.
WIBW The Voice of Kansas in TOPEKA

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Latin News Series Planned by Philco

Will Start on 15 Stations on Oct. 1; More to Be Added

PHILCO Corp., Philadelphia, will sponsor daily broadcasts of Associated Press news on local radio stations throughout Latin America beginning Oct. 1, James T. Buckley, Philco president, announced last week. Series will start on about 15 stations and will gradually increase, it was stated, until the major listening areas in every country south of the United States are covered.

Broadcasts will be about 10 minutes in length and will be aired seven days a week. Advertising will mention Philco receivers, both long and shortwave, and Philco tubes, but the copy will be chiefly institutional, it was explained.

"The primary goal of the Philco news programs will be to make available to the people of Latin America a straight-forward, accurate account of day-to-day happenings throughout the world," Mr. Buckley said. "It is more important today than ever before for the people of both North and South America to be fully informed as to what is going on. It is our hope and belief that the Philco news broadcasts will provide a real service for the people of Latin American and contribute to the furtherance of the good neighbor policy."

Other Sponsors

In starting this campaign, Philco joins several other United States advertisers who are already buying time on local stations below the border to sponsor broadcasts of uncolored, uncensored news as delivered by the U. S. news agencies. Bristol-Myers Co. last June began advertising Ipana and Sal Hepatica with daily broadcasts of United Press news in Portuguese on two Brazilian stations. In July United Fruit Co. began a nightly quarter-hour of AP news, seven days a week, on four stations in Guatemala and one each in Costa Rica, Panama and Honduras.

The *Esso Reporter*, translated into Spanish or Portuguese, now gives four daily five-minute broadcasts of UP news on 14 stations in Chile, Argentine, Uruguay and Brazil, in addition to the English series in the United States. M. H. Aylesworth, former NBC president who is now head of the radio division of the Office of the Coordinator of Inter-American Affairs, has been an ardent advocate of the use of straight, uncolored news, processed by the local offices of the American news agencies, in paid-for time on Latin American stations.

Commenting on the Philco series, whose plans he helped formulate, Mr. Aylesworth said: "Philco is to be congratulated on its decision to furnish factual, up-to-the-minute news by radio to the people of the other Americas. I know of nothing that will make for better understanding among the peoples of the Americas than full, free access to the facts. The Philco broadcasts should contribute greatly to this end."

RCA Too?

RCA, and possibly other receiver manufacturers, may soon join Philco in its sponsorship of news throughout Central and South America. The idea is being developed at RCA Mfg. Co., whose advertising department said last week that schedules of stations and times are now under consideration. Although no news service has as yet been named RCA has sponsored many hours of newscasts, in addition to other programs, by shortwave via NBC's international stations WRCA and WNBI.

Government Aid

While Philco stated that its new campaign represented an "independent effort" on its part, it is understood the "Government is encouraging radio set manufacturers to start aggressive sales and advertising campaigns in Latin America, particularly for shortwave receivers which will enable their purchasers to tune in on broadcasts from the United States. While no plans have been divulged, it is understood that priorities will be arranged so that ample material will be available to the manufacturers for building these sets for export, and that where necessary the Government will also aid in financing sales on the installment plan to secure the greatest possible distribution of the receivers to the Latin American people. On their part, the radio manufacturers are expected to reduce their margin of profit, setting their prices far below normal figures and so cooperating with the Government in building the radio audience, especially for U. S. programs, in Central and South America.

Drawn for BROADCASTING by Sid Hix

"This You, George? Tell Mr. Snyder I've Been Captured and He'll Have to Send Someone Else to Cover These Damn Maneuvers!"

New Boston Weekly

THE first issue of a new weekly devoted to radio, movies, menus and consumer notes, the *Star-Bulletin*, made its appearance last week in Boston suburbs. The first edition was distributed to over 100,000 homes and later it is planned to expand. The radio section follows the format of the popular Radioscope which appeared in the closed *Boston Transcript*. Several former *Transcript* executives are bringing out the *Star-Bulletin*, including the publisher, Richard Johnson, Alden B. Hoag, editor, and Jane Ayres, radio editor,

NBC Video Fashions

ANNOUNCED with large display space in the *New York Times*, *Fashion Discoveries of Television*, first commercial fashion show on television, got under way last Thursday afternoon on WNBT, New York. Departing from the usual style show manner, the telecast was a dramatic comedy, whose plot gave an opportunity for girls to pose in new dresses. Series is sponsored by two department stores, Bloomingdale's in Manhattan and Abraham & Strauss in Brooklyn, and placed through and produced by Norman D. Waters & Assoc., New York. Series will be telecast each Thursday, 5-5:30 p.m. for a 13-week test.

Red Cross Catalog

RADIO Script & Recording Exchange of Public Information Service, a branch of the Red Cross, has issued the fifth edition of its catalog listing 114 recordings, plays and interviews available for Red Cross broadcasts. This latest edition also lists items suitable for broadcasts devoted to national defense. Release was announced by G. Stewart Brown, national director, from Red Cross national headquarters in Washington.

ADAM HAT STORES, New York, on Sept. 25 will resume its *Adam Hat Sports Parade* with the Sam Taub-Bill Stern description of the Marty Servo-Ray Robinson lighweight fight in Philadelphia, to be carried on 110 NBC-Blue stations.

100 Clocks

THE PROBLEM: How to get the effect of 100 clocks ticking at once when only five are available. Ray Kelly, head of the NBC Sound Effects Department, used this system: He rounded up the five and set them to ticking to the accompaniment of five records, each of one clock ticking. He made a record of this, which gave him the sound of 10. He then made a recording of two of these 10-clock records which gave the sound of 20. Taking two records of 20 and one of 10 and playing them together gave Ray 50. He then played two 50-clock records together to get the 100.

N. Y. Furniture Drive

NEW YORK FURNITURE MERCHANTS Assn., New York, is planning an extensive campaign of announcements on stations in New York City as part of a general drive against unscrupulous installment houses, to get under way in October. Copy will stress stores bearing a special "approved" emblem to be distributed by the association. Though station line-up is not yet set, Alexander M. Leslie, executive secretary of the association, indicated that announcements would be broadcast in Italian, Polish, Russian, German and Jewish as well as English. Mr. Leslie added that he was not yet certain whether the placements would be made direct or through an unnamed agency.

Utah Will Use Radio

FRANK O'BRIEN, recently on the staff of the *Salt Lake Telegram* and previously with Gillham Adv. Agency, Salt Lake City, has been appointed director of Utah's Dept. of Publicity & Industrial Development created by the 1941 Legislature. Radio advertising will figure in the department's activity, which looks toward increased industrial development of the State and the publicizing of tourist attractions. Mr. O'Brien has established headquarters in the Dooly Bldg., Salt Lake City, and is organizing a staff which will include research chemists, metallurgists and oil exploration experts. Radio plans are still indefinite.

Another Asks 660 Kc.

STILL another application for high power on the 660 kc. channel, on which WEAF, New York, is the dominant outlet, was filed last week by KOWH, Omaha, which now operates with 500 watts daytime on that channel. KOWH seeks 1 000 watts with fulltime. Previously, KGIR, Butte, applied for 50 000 watts and KOIN, Portland, Ore., for 25,000 on the same frequency.

SPECIAL frequency modulation auto set is being built for Thomas S. Lee, president of Don Lee Broadcasting System, Hollywood. Instrument will be installed in Lee's car to test mobile reception of FM station, K6XAC, operated in Hollywood, by that network.

Leadership in Library Service

Who Said: "Name Bands?"

Did we hear somebody say: "Name bands?" We're just aching to open a conversation along those lines, because we'd like to get in just a few words on what we've been doing in the way of name bands recently.

▼ ▼ ▼

Well, if no one's going to give us an opening, we'll just have to make one ourselves. We'll simply come right out and say: "Look, have you noticed how many name bands Standard Radio has given its subscribers in the last few months?"

▲ ▲ ▲

"F'instance, suppose we list a few. There's

DUKE ELLINGTON
HENRY BUSSE
JACK TEAGARDEN
WALT SCHUMANN
McFARLAND TWINS
ALVINO REY
DON ALLEN
WILL HUDSON
MARVIN DALE
FREDDIE MARTIN!"

"And as if these weren't enough, we came through with

DAVE ROSE
ABE LYMAN
OZZIE NELSON
WILL OSBORNE
TED FIO RITO!"

▼ ▼ ▼

Then, after pausing for breath we'd point out that this impressive line-up of orchestras not only gives you VARIETY in name bands, but there are enough selections released of each band to permit building a series of programs around any individual band.

▲ ▲ ▲

How about having your popular music requirements covered so thoroughly and effectively? Just write for information—and ask us to include the dope on the full Standard Radio Program Library, Standard Radio's "SPOT-ADS" and Standard Radio's Super Sound Effects.

WELCOME TO:

WDBC—Escanaba, Mich.
WNBZ—Saranac Lake, N. Y.
KWJJ—Portland, Ore.
WPID—Petersburg, Va.
KRKO—Everett, Wash.

Largest List of Active Subscribers!

QUALITY... FAR AHEAD OF THE AVERAGE

W O K O INCORPORATED
RADIO CENTRE
ALBANY, NEW YORK
ASSOCIATED WITH COLUMBIA BROADCASTING SYSTEM

August 20, 1941

Mr. Alex Sherwood
Standard Radio
Chicago, Illinois

Dear Mr. Sherwood:

I wish to advise you at this time exactly what my personal opinion is in regard to the Standard Radio Transcription Library.

I believe the quality of bands, arrangements, novelty effects, etc., is far ahead of the average. Standard reproduction facilities have given discs a liveness that closely approximates live transmission. We find after much playing, there is an absolute minimum of surface noise, and your sound effects are the best I have ever heard.

Let me remain as ever, a Standard Booster.

Respectfully,

W O K O INCORPORATED

Harold S. Quinn

General Manager

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

NOTHING SHORT of perfection will do in the recording and processing of Standard Radio Program Library Transcriptions . . . The famed Orthacoustic system of recording assures the utmost in realism, the greatest possible frequency range. A new disc material—"V-257"—gives our pressings superior wearing qualities, coupled with lowest surface noise. By these practical methods, Standard demonstrates its belief that *no transcribed music can be better than the manner in which it reaches the listener's ear.* Technical excellence is another reason why the largest list of active subscribers answers "Yes" to the question:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD . . . CHICAGO

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